# Radio Annual

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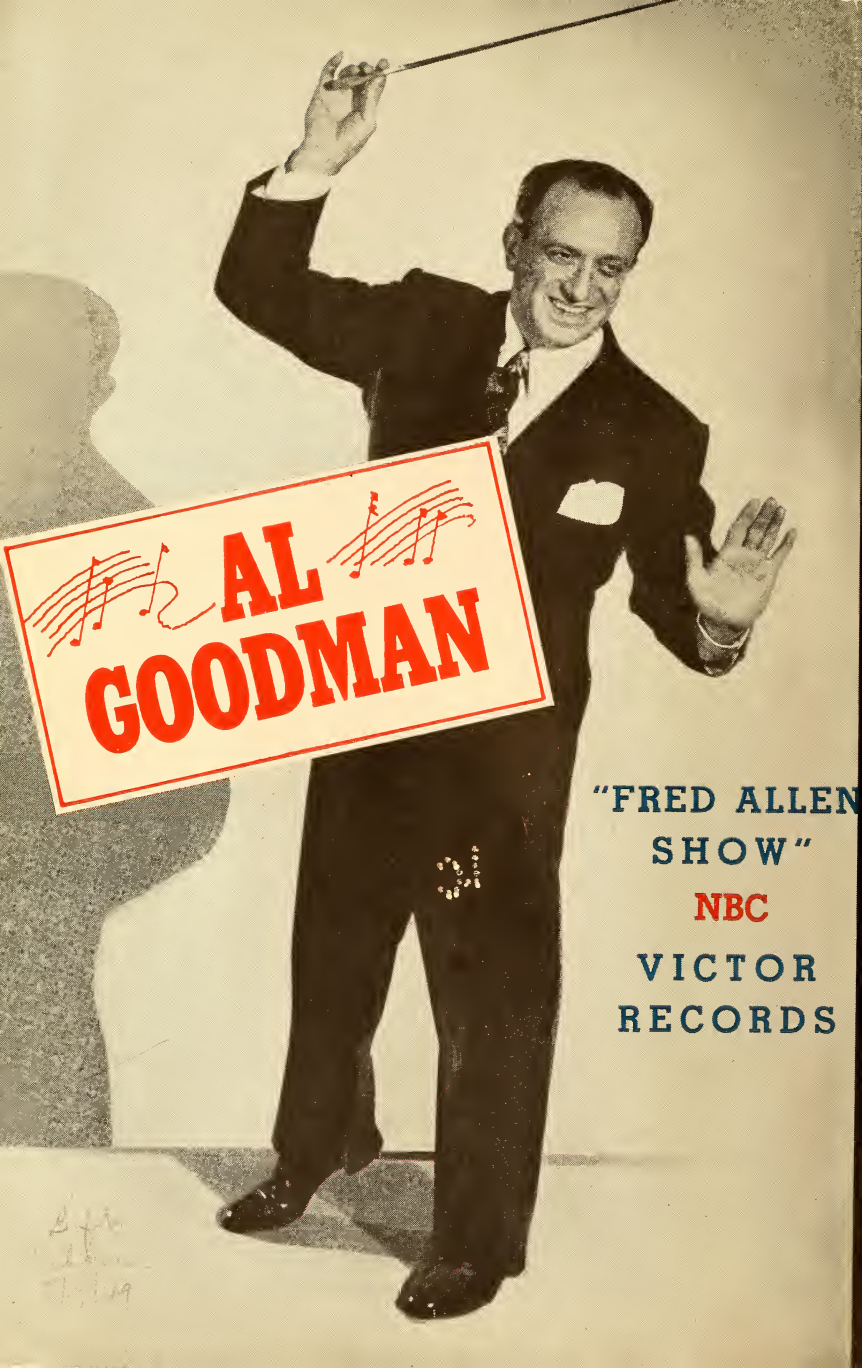
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Edited by

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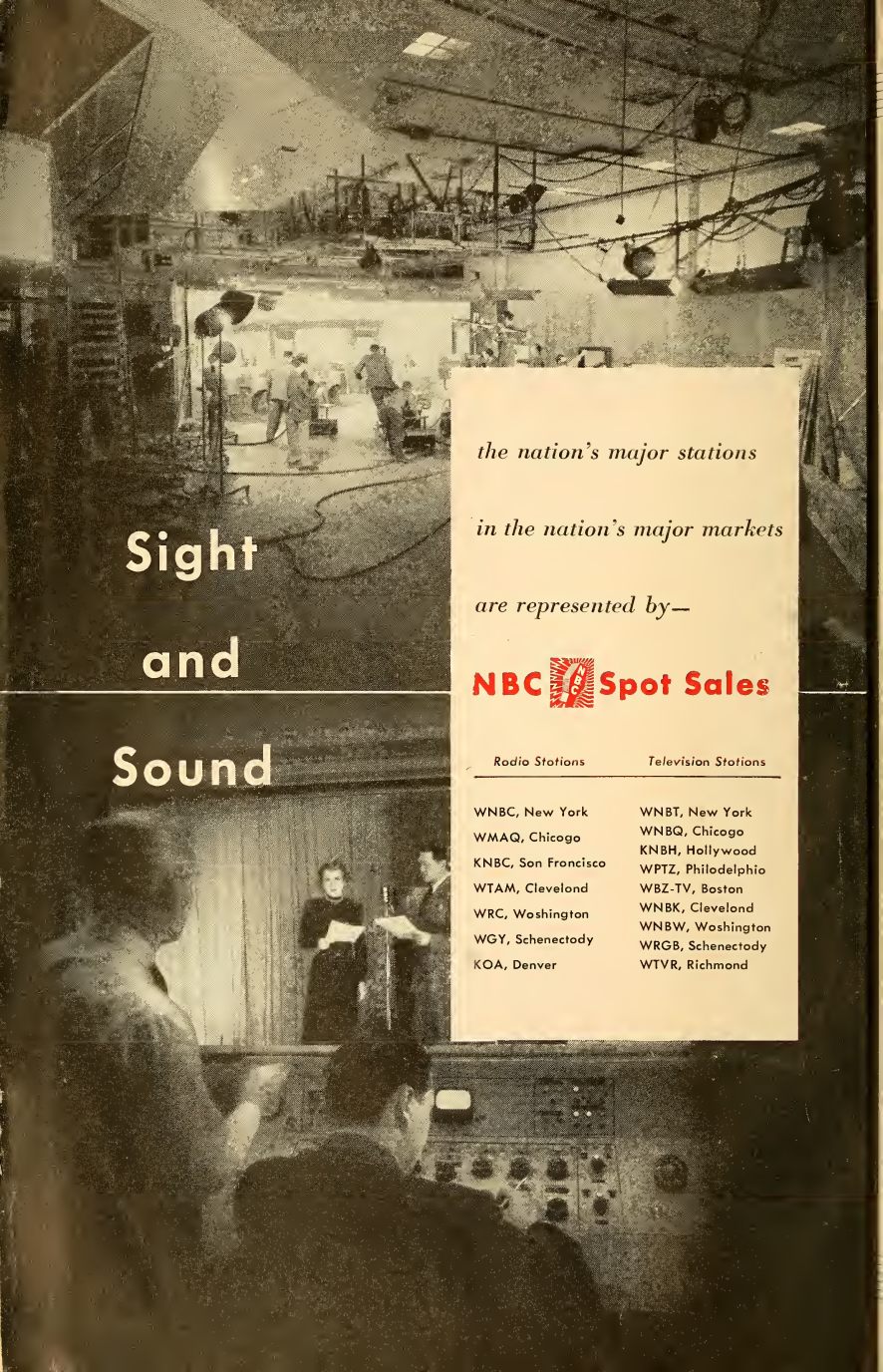
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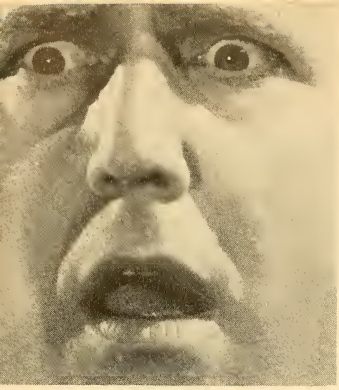

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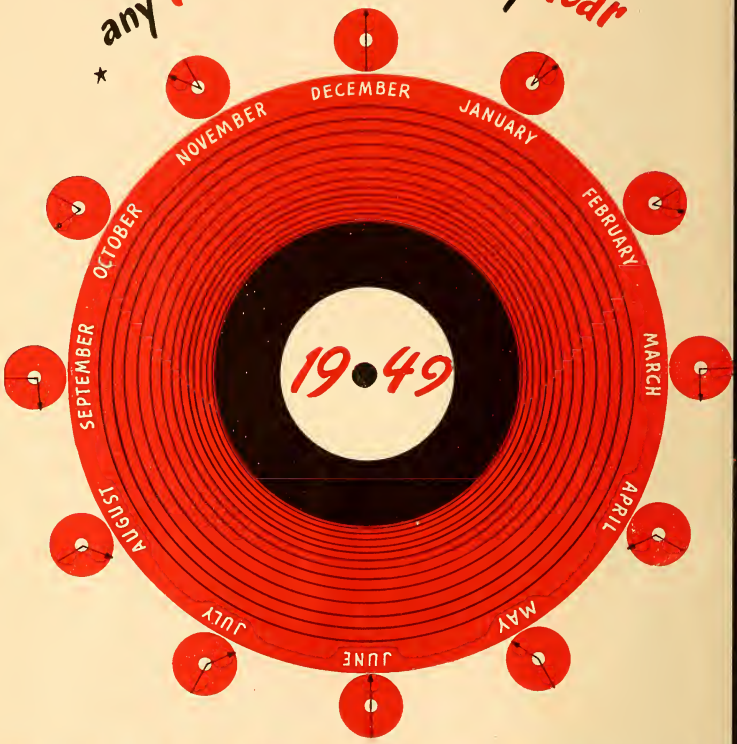


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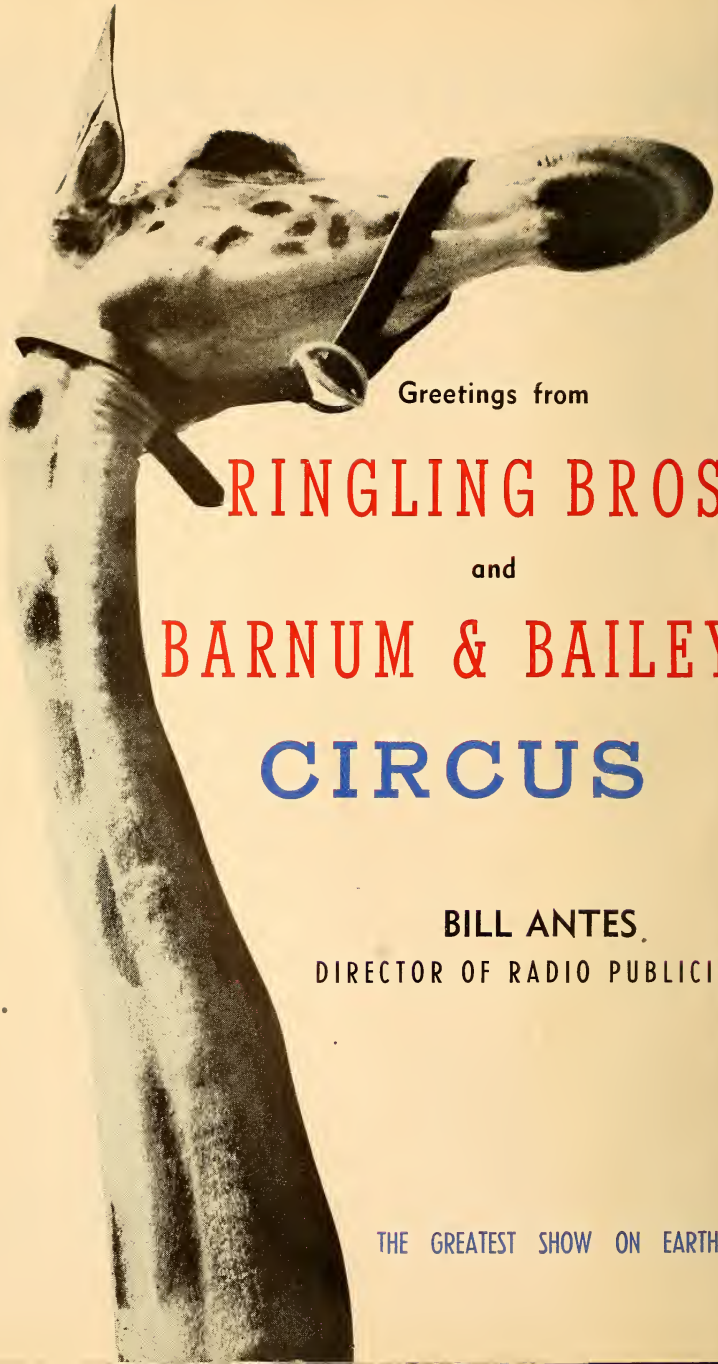

Greetings from
RINGLING BROS.
and
BARNUM & BAILEY
CIRCUS
BILL ANTES
DIRECTOR OF RADIO PUBLICITY
THE GREATEST SHOW ON EARTH

# LAUDS INDUSTRY COOPERATION

## FCC CHAIRMAN REVIEWS ELECTRONIC PROGRESS

By WAYNE COY
*Chairman*
*Federal Communications Commission*

BECAUSE of its newness, technical complexity and spectacular growth, television continues to hold the spotlight amid the diverse broadcasting regulatory activities of the Federal Communications Commission.

The determination of the Commission that television shall have the benefit of alert and sound planning in the early stages of its existence is the public's best assurance of the future healthy development of this electronic marvel. Every day of searching consideration given now to shaping the future of television will pay dividends in the form of stability and enhanced service.

★

The Commission is grateful for the co-operation it has had from industry leaders in its studies of the possibilities of obtaining the maximum technical efficiency in television operation. This has been a splendid example of collaboration to achieve the common objective of giving the American people the finest visual broadcasting service attainable.

★

With more than 40 stations giving regular service, 90 under construction and 300 applications pending, I feel we can look for continued rapid progress. I hope that two years from now we will have 400 stations on the air.

While such matters as engineering standards and allocation problems are under study, we are also endeavoring to expedite the development of interconnection facilities so that the benefits of networking may be made available in the shortest possible time.

★

We will continue to work steadily toward our goal of delivering television service to all the people, rural as well as urban.

Meanwhile, the nation's aural broadcasting facilities are steadily expanding. We now have 2100 standard stations either on the air or nearing completion, this being more than double the number on the air at the close of the Second World War. In addition, some 550 applications for construction permits are pending. There are more than 1000 FM stations in operation or under construction. As the merits of FM are discovered by a growing audience and as FM reaches areas that never enjoyed any service at all before, there is every reason to expect substantial progress in that field during the coming year.

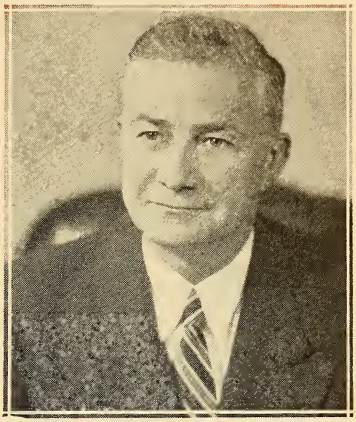
*For Complete List of FCC Personnel Please Turn to Page 227*

GUY LOMBARDO

# THE BROADCASTERS' CREED

## INDUSTRY'S PRINCIPLES HIGHLIGHTS NEW CODE

By JUSTIN MILLER
*President*
*National Association of Broadcasters*



*WE BELIEVE*: That American Broadcasting is a living symbol of democracy; a significant and necessary instrument for maintaining freedom of expression, as established by the First Amendment to the Constitution of the United States;

☆

That its influence in the arts, in science, in education, in commerce and upon the public welfare, generally, is of such magnitude that the only proper measure of its responsibility is the common good of the whole people;

☆

That it is our obligation to serve the people in such manner as to reflect credit upon our profession and to encourage aspiration toward a better estate for all mankind; by making available to every person in America, such programs as will perpetuate the traditional leadership of the United States in all phases of the broadcasting art;

☆

That we should make full and ingenious use of man's store of knowledge, his talents and his skills and exercise critical and discerning judgment concerning all broadcasting operations to the end that we may, intelligently and sympathetically:

☆

Observe the properties and customs of civilized society;

☆

Respect the rights and sensitivities of all people;

☆

Honor the sanctity of marriage and the home;

☆

Protect and uphold the dignity and brotherhood of all mankind;

☆

Enrich the daily life of the people through the factual reporting and analysis of the news, and through programs of education, entertainment and information;

☆

Provide for the fair discussion of matters of general public concern; engage in works directed toward the common good; and volunteer our aid and comfort in times of stress and emergency;

☆

Contribute to the economic welfare of all, by expanding the channels of trade; by encouraging the development and conservation of natural resources; and by bringing together the buyer and seller through the broadcasting of information pertaining to goods and services.

EDITOR'S NOTE: *Judge Justin Miller, president of NAB, when asked for an editorial for the 1949 Radio Annual expressed a wish that "The Broadcasters Creed" as embodied as a preamble to the Standards of Practice be used. Inasmuch as Judge Miller authored the Code's preface and stands for the principles set forth in the pronouncement, Radio Annual is happy to comply. The complete text of NAB's Standards of Practice can be found on Pages 238 to 242.*

*For Complete NAB Section and Personnel Please Turn to Page 233*

# JACK BENNY

# EVENTFUL YEAR IN PROSPECT

By FRANK BURKE, *Editor, Radio Daily*

FRANK BURKE

THE year 1949 looms as an eventful one in the communications field. It will mark the first real competition between radio and television for the advertiser's dollar.

Radio—both AM and FM—have made creditable strides despite the growing strength of TV. During the past year radio's net revenue was up 7 per cent over the 1947 and the total sales passed the $400,000,000 mark. Television, on the other hand, operated in the red. This year, however, may see some of 50-odd TV broadcasters showing profits for the first time.

Most significant change in the commercial picture of radio is the increasing amount of local time sales. It has been estimated that 40 per cent of the net time sales the past year were local with network time sales accounting for 33 per cent of the stations' business. The answer to increased local sales is more intensified selling by community stations in highly competitive local markets.

•

Another sign of changing times is the report of the Radio Manufacturers Association that the manufacture of straight AM sets fell off the past year and the production of TV receivers rose to nearly 1,000,000 sets. Total production of all home receivers in 1948 was estimated at more than 16,000,000, of which RMA members produced 13,265,793. In 1947 the entire radio industry's production of radio sets exceeded 20,000,000.

During 1948, RMA members reported manufacturing 866,832 TV sets as compared with 178,571 in 1947 and 6,476 in 1946. Production by non-member manufacturers brought the total TV receiver output during 1946 to more than 975,000.

The growing competition for the listener-viewer audience was not the only battle in prospect for 1949. Talent raids on National Broadcasting Company by the Columbia Broadcasting System which began in late 1948, bore fruition in January with Jack Benny, Amos 'n' Andy, already on the CBS programming schedules and Edgar Bergen, Red Skelton, Ozzie and Harriet and others expected to join the list comes Fall. NBC, on the other hand, is reported to have well laid plans for retaliation. Development of new talent, acceptable to both AM network radio and television, is going forward at NBC and ambitious programming plans for network television is also on the network's time table.

•

In industry circles the events of the past year and the prospects for tomorrow are reflected in the activities of the National Association of Broadcasters. The past year saw the broadcasters adopt a Standards of Practice calling for the regulation of commercial time periods and refinements in programming; support plans for reorganization of Broadcast Measurement Bureau and to lay the foundation for a federation of industry organizations which would include BMB, FM Broadcasters, Inc., and Television Broadcasters Association. The future of the federation plan will rest with the incoming board of directors who will take office during the April NAB convention in Chicago.

Lifting of the ban on musicians' recording by the American Federation of Musicians was a boom to the recording industry and prospects for commercial recordings are good for the year 1949. However, the outlook for the recording industry has been marred somewhat by the confusion resultant from the introduction of long playing record attachments with varying speeds and turntables. Columbia first introduced the L.P. record with a speed of 33 1/3 revolutions per minute last June and this was followed by an RCA-Victor record changer which operates at 45 revolutions per minute instead of the conventional shellac record speed of 78 revolutions per minute. Other manufacturers have also announced revolutionary record players and new types of microgroove discs.

•

Nineteen forty-nine will be a highly competitive and progressive year in the communications field. Radio will continue to fight the good fight to retain both sponsors and audience and television will make a determined bid to prove that sight added to sound makes TV the most desirable medium for entertainment and commercialism.

THANKS A MILLION . . . for the millions of Christmas Gifts you have helped make possible for the hospitalized War Veterans in the past five years. We look forward to your continued support in the campaign which has won the heartfelt thanks of the nation.

**EDDIE CANTOR**

**"I LOVE TO SPEND EACH FRIDAY WITH YOU"**

**9:00-9:30 P.M., E.S.T.—NBC**

FOR PABST BLUE RIBBON BEER

# TEN OUTSTANDING RADIO EVENTS OF 1948

*Poll of network and stations news directors on the* 10 *outstanding radio news events of the past year resulted in the following selections*:

1. The political conventions, campaigns and the election of President Truman.
2. The Berlin Crisis.
3. Communist Failure in Italy.
4. War in Palestine; Assassination of Count Bernadotte.
5. The Death of Babe Ruth.
6. Chinese War.
7. Assassination of Gandhi.
8. Approval of the Marshall Plan.
9. President Truman vs. 80th Congress.
10. Congressional Spy Investigations.

## Outstanding Broadcasts

ABC's Documentary on VD.

Mutual's "Joyful Hour" Christmas program.

NBC's "Living, 1948" Documentary Series.

CBS' "Arrows in the Dust," Documentary on American Indians.

Network Programs in the Interest of the United Nations.

# JUDY CANOVA

**"THE JUDY CANOVA SHOW"**

For

**Colgate-Palmolive-Peet**

Saturday Evenings N.B.C.

# TV IMPACT UNPRECEDENTED

By BRIG. GENERAL DAVID SARNOFF, *Chairman of the Board, RCA*

*David Sarnoff*

SO appealing is television to the American public, in all walks of life and at all ages, that the industry at the opening of 1949 was two years ahead of the dates set by the most optimistic forecasts made at the end of the war.

In 1948, television achieved such high popularity with the public that it became physically impossible to meet the demands for receiving sets and television tubes. This was true chiefly because it was not possible for the industry to obtain manufacturing machinery as rapidly as needed. This condition will continue at least through 1949.

•

Television set production, *for the industry as a whole*, in 1949, will total approximately 2,000,000 receivers. This, according to the best available studies, will be stepped up in succeeding years, and by 1953 the industry's annual television set production is expected to reach close to 5,000,000. By the end of that year the total number of sets in operation should be about 18,000,000. Also, by 1953, it is believed that a coast-to-coast television network service will have been made possible by radio relays and coaxial cables.

This accelerated progress has lifted radio and television, in combination as an industry, to a two and a half billion dollar a year enterprise. If the rate of growth continues as the market indices and public acceptance indicate it will, radio-television should rank as one of the ten foremost industries in the United States by 1953.

•

Radio and television now give employment to hundreds of thousands of people and bring new forms of entertainment as well as news into millions of homes. The American dependence on radio entertainment, acquired over the past 28 years, is being more deeply ingrained by television, which enables people in ever-increasing number to eye-witness events as they happen.

Many millions of Americans, in homes and schools from Boston to Richmond, along the Great Lakes and as far west as St. Louis, saw the inauguration of President Truman on January 20. This telecast marked an historic milestone in civics as well as in broadcasting. It was the first event of its kind to be televised. It is estimated that at least 10 million people eye-witnessed the Truman inauguration—more than all who saw the thirty-one presidents from Washington to Roosevelt take the oath of office. Forty stations were in the television hook-up, in contrast to the 21-station radio broadcast of the Coolidge inauguration in 1925—the first presidential inaugural broadcast.

•

Recently, Chairman Wayne Coy of the FCC estimated that in another two years there will be 400 television stations on the air, and 1,000 stations in seven or eight years from now. He also pointed out that nine-tenths of everything we learn comes through our eyes, and added: "Television enables us to reach the mind via electronics at the speed of light. It is costly to build and to operate a television station. But the advertisers will find it the most powerful, most effective and most profitable medium for mass merchandising yet devised."

So swift has been the scientific and engineering development of television transmitters and receivers that those responsible for the artistry and showmanship of television have found it a real challenge to keep the pace. Nevertheless, the great improvement in programs at this year-end reveals such progress that it guarantees continued advances in the development of this new art.

•

Scientists and research men at RCA Laboratories made outstanding progress during 1948 in the development of many new devices and in the fundamental explorations of radio and electronics. A new study of radio frequencies above 500 megacycles, as a medium for the expansion of television broadcasting, was made by RCA engineers in Washington, D. C., during the latter part of 1948. The results were made available to the industry and to the FCC, and are expected to be of invaluable as-

(*Continued on Page* 53)

HOPE
1949
SWAN SOAP PROGRAM
PARAMOUNT PICTURES

# UNITED NATIONS' ROLE IN RADIO

By PETER AYLEN (*Canada*), *Director of Radio, United Nations*

EDITOR'S NOTE: *Because many broadcasters are unaware of the extensive radio operation of the United Nations,* RADIO ANNUAL *asked Mr. Aylen to by-line this article giving background information about broadcasting in the interest of 58 nations.*

PETER AYLEN

THE importance of radio to the United Nations can be understood only in the light of the general informational requirements of the United Nations. To say that the organization considers information important is an understatement. The international experts who laid the framework for the United Nations used these words:

"The United Nations cannot achieve the purpose for which it has been created unless the peoples of the world are fully informed of its aims and activities."

As a result, the Department of Information was incorporated as a basic and integral unit of the Secretariat and placed under an Assistant Secretary General, Mr. Benjamin A. Cohen of Chile.

•

Radio is, of course, a media specially suited to the needs of the United Nations providing as it does a physical link between Lake Success and individual listeners all over the world. The almost overwhelming desire of people everywhere for more information about the United Nations and the public spirited willingness of radio systems of Member States to cooperate in meeting this demand have lead to the development at Lake Success of a unique international radio organization. The United Nations radio is unique in many respects: It owns no transmitters, yet broadcasts 14 hours a day to all parts of the world. It has no censorship, although its facilities are open to any accredited correspondent covering UN affairs. Its staff is truly international—more than 25 nationalities are at present represented and they have been able to provide news reports so unbiased that their impartiality has not been questioned by listeners in any part of the world. In the United States, the Division has contributed material for hundreds of network and local programs, and in addition, has been able to link over 125 individual stations directly and through regional networks for coast to coast distribution of a daily newsreel program produced by the Division itself—a program which this year won the coveted Peabody Award.

•

The Division concentrates on providing material acceptable for relay over the local systems of Member States. This is the goal, of course, of many international broadcasters and a goal very difficult to achieve. It is, therefore, gratifying to be able to report that during 1948 more than 50 countries made regular use of our services during the year and 25 of these countries were rebroadcasting every day, Monday through Friday, news reports prepared by the United Nations itself, in 21 languages. The willingness of so many Member States to open their borders to news prepared by an international organization is a fact both encouraging and significant.

•

The response of broadcasters during the last two years hav been a source of great satisfaction. However, with a small staff it is obvious we can do only a very limited amount ourselves to satisfy the fundamental informational requirements of the United Nations. We must depend in even larger measure in the future on the cooperation of the broadcasters themselves. That is why we have noted with special satisfaction the leadership given by the American radio industry in the form of the following resolution passed at the last meeting of the National Association of Broadcasters in May, 1948:

"Recognizing the momentous issues in international affairs, the public's right of free access to impartial and comprehensive information, and the increasing responsibilities of broadcasters to promote international understanding, the Board of Directors of the National Association of Broadcasters strongly urges all station managers to give adequate coverage to the activities of the United Nations, not only by means of headline news, but also with information and discussion programs which provide most appropriate means of bringing to the attention of the public the less spectacular but more important constructive work which is being done by many UN organs and agencies."

(*Continued on Page* 81)

# MILTON BERLE

NEW YORK OFFICE—1650 BROADWAY

# PROGRESS IN PRODUCTION

By **BOND GEDDES**, *Exec. V. P., Radio Manufacturers Association*

*Bond Geddes*

THE radio manufacturing industry is rapidly becoming the radio-television manufacturing industry as set makers allocate more and more of their production facilities to television. This does not mean that we in the manufacturing business are expecting to see radio replaced by television, but television has opened a new market and promises to tax the industry's capacity for some years to come.

The phenomenal rise in TV set production during 1948 astonished everyone, including many manufacturers, although the radio industry has a well established reputation for adapting itself quickly to changing markets.

While final figures were not available at this writing, it seems certain that television receiver production in 1948 will exceed 800,000 sets as compared with 178,500 in 1947 and 6,476 in 1946. This would bring the total number of TV sets in homes, taverns, clubs, et cetera or on the market to about a million as of January 1, 1949.

Between January and December of 1948 the TV set monthly production rate of RMA member-companies rose about 350 per cent.

•

The outlook for 1949 is even more promising. The anticipated availability of Cathode Ray tubes—the heart of the television set—indicates that 2,000,000 or more TV receivers will be produced next year. That means that by the beginning of 1950 some 3,000,000 homes, taverns, and clubs will be equipped to tune in television broadcasting stations.

As television receivers normally draw many more persons—whether in the home or a club—than do the corresponding number of radio sets, it is obvious that the television audience is growing to substantial proportions.

Most of the television sets being produced today are coming from the plants of the same manufacturers who have been making the vast majority of our radio receivers and whose brand names are well known to the public. There have been some newcomers in the field, however, with the result that about 75 companies either have entered into TV set production or have announced plans to do so.

•

Radio set production was far from negligent, however, in 1948, and will probably continue at a high level in 1949. With an industry output of about 15,000,000 radios or more expected in 1948, as compared with 20,000,000 in 1947, this year's output is well ahead of that of the best prewar year—1941—when 13,600,000 sets were manufactured.

FM-AM receiver production, moreover, is increasing steadily, and sales of portable and auto radios are continuing far ahead of prewar. The 1948 output of FM-AM and FM sets seemed likely at this writing to exceed 1,500,000 or about 25 per cent above that of 1947 despite a corresponding decline in overall radio production.

Television receivers are being manufactured in an increasing variety of models, with prices running from just under $100 to over $4,000, and are adaptable to a small apartment or a large living room or library. Television is not a rich man's toy but, like radio, is designed for family and home entertainment of every economic class.

•

The radio industry has invested millions of dollars in launching television and is prepared to spend millions more in bringing TV set production to a volume scale comparable to that attained in radio manufacturing. Every technical improvement will be passed along to the consumer as rapidly as it develops, but there is no danger that present TV receivers will be outmoded or made obsolete in the near future.

The radio industry is already a billion dollar industry; tomorrow the combined radio and television industry probably will be one of the largest single industries in the country. The radio industry has always been highly competitive, with benefits to the public, and the television industry will be equally competitive.

# AL JOLSON

# FUTURE OF ADVERTISING

By FREDERIC R. GAMBLE, *President, A. A. A. A.*

FREDERIC R. GAMBLE

FOR many years now the relationship between advertising agencies and broadcasters has been a productive one. There has been a steady increase in the volume of national spot radio advertising.

As we now enter 1949, it is in our mutual interest to examine that relationship for the *future*. Will the joint effort of stations and agencies continue to be generally resultful and successful? Or must we now also face the prospect of more and more advertising failures?

Taking a realistic look ahead, I think we can recognize that the future may hold some difficulties.

First, our economy is still at dangerous inflation levels. Skillful use of advertising is required—along with skillful use of all the other selling tools of American business—to help ease our adjustment to normal.

•

Second, the buyers' market is gradually ebbing away. Carefully planned advertising will be needed to find customers for our vastly increased volume of goods and services, as more and more of them come into ready supply.

Third, there will doubtless be increased business failures, beyond the control or help of advertising. This is the usual post-war trend, now aggravated by inflation.

As a result of these factors—the demand for more skillful advertising and the rise in business failures—there is great danger that many of the marginal, the inexperienced and the ill-advised advertisers may go by the board. We can also expect that successfully advertised goods and services—with a reservoir of consumer good will, and spread over wider territories that can better absorb local shocks—may best come through this period.

Thus, advertisers will be put to the test and the advantage will go to those with skillful advertising counsel.

And skillful advertising counsel is the function of the competent advertising agency.

It is surely in the interest of broadcasters, then, to insure as high-quality performance as they can by the agencies with whom they do business. For these agencies are part of the station operation—that is the way the industry has grown. Broadcasters support the structure by which they are paid. Broadcasters decide who shall be considered an agency eligible to place business with them. Broadcasters decide this—and nobody else.

These agencies supply, subject to station approval, a large part of what the station broadcasts. They, along with the station, are responsible for the future success or failure of the advertisers they handle. Where the agencies are able, the station is strongly armed for the future. Where they are weak, it is vulnerable.

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Standards of agency recognition are promoted nationally among newspapers, magazines and other publications.

It is astonishing to us—and I speak on behalf of advertising agencies—that radio has *not* taken any similar steps to develop such standards or to set up any recognition machinery, either nationally through NAB or regionally. The need becomes even greater as television burgeons into a great, new and complex medium.

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Isn't the time here, now, when radio should undertake some recognition machinery? And even lacking any national machinery, couldn't radio through NAB at once agree on sound *standards* of agencies recognition and recommend them vigorously to individual member stations? Some steps have already been taken by the NAB Sales Managers Committee. Couldn't these be followed up?

In our judgment, the times are requiring action.

Let us hope that the 1950 Year Book can tell of constructive action taken.

*For Complete List of Adv. Agencies Handling Radio-TV Accounts See Page* 133

# CAMEL PROGRAM

Friday
Pacific Time 5:30 to 6:00 P.M.
Eastern Time 8:30 to 9:00 P.M.
NBC

## Mgt. LOU CLAYTON

# BMB—A YEAR OF DECISION

By E. P. J. SHURICK, *Promotion-Research Director, Free & Peters, Inc.*

E. P. J. SHURICK

THERE seems to be a strong parallel between the Broadcast Measurement Bureau and some commercial program ventures. Everybody likes the show except the sponsor's wife.

In spite of an unprecedented gold rush to new and improved broadcasting facilities, all of such actions having a direct or indirect effect upon the 1946 U. S. Report, BMB during the past year has been put to valuable use by seller and buyer alike. What seems to be a certainty is the prediction that if an industry fostered project such as BMB can weather these hectic years since the great freeze, it should be fortified for any eventuality in normal times.

•

BMB in 1946 brought to time buying and station management a uniform nationwide measuring stick for determining individual station audiences. The printed media long since had their circulation figures, but in its haste to gain a sales advantage because of revenue needs, broadcasting reached beyond counting subscribers to determining specific program preferences. Actually for some dozen years, coincidental methods of audience measurement were ahead of the industry. Now the reverse is true with the Hoopers and Nielsens energetically seeking a projectable rating to pryamid on top of a nationwide audience "circulation" base.

The past year has been one, not only of putting BMB into actual use, but of providing as well a period of evaluation as to what BMB has meant to the more intelligent buying and selling of broadcast advertising. What better evidence could one have that BMB is accomplishing its purpose than the country's most astute advertising agencies which have converted previously makeshift audience estimates over to the BMB standard?

From the seller's standpoint—the station and the sales representative firm alike have at their elbows a common denominator which contributes much to the betterment of sales, promotion and management procedures. One has to grant that many of those who footed the cost of BMB have been slow to capitalize on their investment, but the data is there in unbiased, unrestricted form.

•

The salesman now can talk the language of the buyer. Energy and time can be saved from having to justify the authenticity of the station's own audience figures. Projections can come closer to actualities. The widely varying differences in distribution between one product and another is provided for by the full spread of BMB percentages—from highly concentrated nearby saturation to widespread, scattered acceptance. With BMB a relative measurement, competitive comparisons can be made, determining cost-per-thousand between stations on uniform base figures.

From the standpoint of station management and the representative firm—more intelligent rate considerations can be undertaken. Over the long haul this cannot help but mean standarization, not just for any one particular market, but nationwide as well. With certain limitations, promotional need can be determined for unexpected low percentage counties within the station's normal primary physical service area. Supplementary evidence of engineering effectiveness can be derived from BMB data, and a cross-check made between theoretical signal strength and practical audience acceptance.

•

Such heading listings of BMB uses are only the beginning of more detailed considerations, even within the limitations of the first report. While no one has the absolute answers to economically measuring listening by the quarter-hour, day or year, at least the industry has moved several steps closer to greater enlightenment. Not only has BMB shown that "station subscribers" can be counted, but through these industry-wide efforts the independent researchers have been stimulated to ever-increasing consideration of research itself.

It woud be a sad commentary upon uniform audience measurement if the ungenerous sins of its fathers would have to be shouldered by an industry which is rapidly approaching competitive normalcy. It will need every acceptable sales tool at its command.

*Onward and Upward!!*

*As we go to press*

# DUFFY'S TAVERN

is the

THIRD RANKING PROGRAM

on

**N. B. C.**

# CAB REORGANIZATION UNDERWAY

By G. A. R. RICE, *Chairman, Board of Directors, CAB*

G. A. R. RICE

NINETEEN FORTY-EIGHT and 1949 are years of re-organization for the Canadian Association of Broadcasters. In April of 1948, the process was begun, when the board of directors appointed Mr. T. Jim Allard, formerly public relations director of CAB, as the organization's general manager. As of January 1, 1949, Mr. Pat Freeman assumes the post of director of station and advertiser's service. His responsibilities will be largely concentrated in the field of direct selling.

Headquarters of the Canadian Association of Broadcasters was moved to Ottawa, following the pattern established by NAB in the United States. Ottawa is the capital city of Canada, and consequently the site of most of broadcasers' problems. The service office, and Mr. Freeman, will continue to operate at 37 Bloor Street West, Toronto.

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Regional meetings will continue, having proved highly successful during the 1948 year. Enlargement of this technique was planned shortly after the reorganization began, and is already well under way.

Assisted by a research and personnel expert, the new CAB manager undertook an extensive survey of CAB's operations, problems, and objectives immediately after assuming his new post. As a result of this exhaustive survey, a management report was produced, and this was adopted by the board of directors in full.

Under this new outline of policy and objective, the Canadian Association of Broadcasters will concentrate on two main objectives. First of these, is a growing battery of direct station services. Second, is a direct campaign to "sell the medium." Apart from direct selling, this will embrace study of effective techniques in research, market information, and promotion, for member stations, as part of a pattern to increase radio sales.

A special committee to handle "small markets" problems was formed, and began functioning during 1948. It will give special attention to the sales problems of member stations located outside the major metropolitan areas.

In May, 1948, the association was successful in having lifted the ban on mention of prices in broadcast advertising that had been a feature of Canadian radio regulations for some 15 years. The use of price mention on Canadian air is regulated by a code formulated by the Association and adopted by member stations. The association was also successful in having removed the prohibition on complete sponsorship of news broadcasts.

•

An improvement in the association's relations with other organizations in and allied to the broadcasting field has taken place and is steadily gaining ground. Some 14 new stations came into existence in Canada during the year 1948, and most of these are now members of the Canadian Association of Broadcasters.

The financial position of the association has improved, and new techniques have been developed for keeping membership fully postd on the activities of their association. The "category" system of fee payment, parallel to that of NAB was adopted at the 1948 annual meeting, and is now in effect. 1949's annual meeting will be held during June at St. Andrews-by-the-Sea, New Brunswick.

•

A stepped-up public relations campaign is well under way. The association's manager has a regular schedule of addresses to service clubs, ad and sales clubs, and similar organizations. Copies of all such addresses are forwarded to station managers for local use where possible.

Regular association activities continued, such as those dealing with copyright matters, personnel problems, and the hundreds of routine details that are the lot of a trade association.

The new management report gives CAB a definite, clear cut set of objectives, and equally clear-cut channels in which to direct its energies at those targets. It is with a feeling of renewed faith, confidence, and optimism that members of the association start the year 1949.

# Jack Carson

**CBS—Friday Nights**

8:00 P. M. EST
8:30 P. M. PST

**Sponsored by General Foods**
**Sanka Coffee**

Management
Frank Stempel
Hollywood, Calif.

# TV IMPACT UNPRECEDENTED

By BRIG. GENERAL DAVID SARNOFF

(*Continued from Page* 41)

sistance in helping to chart the future area of television's growth.

In radio and television, the electron is the new and magic force. In aviation, it is jet propulsion. In medicine, it is penicillin and streptomycin. Like the original discoveries and inventions in these fields, each is a new key to further developments which will make our present-day conceptions of science seem as crude as the first feeble wireless signal, or the first short flight of the airplane.

The years have a way of fitting inventions into our life so that they become accepted as matter of fact. We regard their social and economic impact, their performances and services, as merely commonplace. In a way, this is unfortunate, for we should not, either as a nation or as individuals, treat them in such a casual manner. Our opportunities to succeed as individuals and to advance as a nation were often found in tiny clues, hidden amid simple surroundings. The steam engine was born in a tea kettle; the airplane came out of a bicycle shop; the automobile first sputtered and moved in a small carriage factory, and broadcasting started from an amateur station in a private garage.

•

Each of these inventions was, at the outset, confronted by skepticism. The public was indifferent and a long period of time elapsed between their introduction and their popular acceptance. This span has been shortened greatly by the new implements of science and the modern means of exploitation.

Ultrafax, a combination of television, radio relay and photography, just emerging from the laboratory, represents another great advance in communications. Ultrafax can handle documents, letters, printed pages and messages at the rate of a million words a minute. At this speed, a 500-page book could be flashed from New York to San Francisco in half a minute. When fully developed this new method will be able to transmit coast-to-coast in a day the equivalent of forty tons of air mail. This may lead to a radio mail system.

•

There is no lone inventor of Ultrafax, of Television or of Radar. These significant developments are evolutionary; they are the result of mass attack by science on a wide front over trails blazed by the pioneers who charted the first pathways into the unknown. Years of effort, by thousands of research men and engineers, have been necessary to find new knowledge, and to put it all together in a vastly improved system of communication. Nevertheless, we are only on the threshold of radio; for its possibilities are endless. Its frontiers are in the outer reaches of space, and its sphere of operations is the universe.

•

Inescapably, the future of the world and of civilization is linked with atomic energy. When science releases that power, and society learns how to control it properly, it will start a universal chain reaction that is bound to affect significantly the political, social and economic life of people everywhere.

Beyond today's horizon, we may see automobiles, tractors, airplanes, locomotives and ships powered by small capsules of nuclear energy. We shall have atomic propulsion. It is possible that a mere speck or radio-active material will serve as the power for radio and television receiving sets, and broadcasting stations also will take their power from this new form of energy.

•

Such a miniature power supply in capsule form may make possible radio receivers no larger than a wrist watch, and tiny television sets to be carried in the pocket like a camera. When this day comes, people also may carry pocket-size radiophones that will enable them to communicate with home or office, no matter where they are.

These fascinating possibilities are not "around the corner," for much remains to be done before they can be realized. Nevertheless, if the world is at peace and science is unfettered we shall see these promises fulfilled.

*For Year Book of Television Please Turn to Page 993*

**TRUTH**

or

**CONSEQUENCES**

For DUZ—NBC

Saturdays

# *Ralph Edwards*

**THIS IS YOUR LIFE**

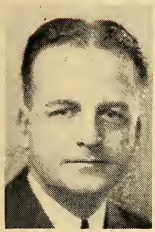
for

Philip Morris

Tuesdays—NBC

# TELEVISION—A PROGRESS REPORT

By J. R. POPPELE, *President, Television Broadcasters Association, Inc.*



J. R. Poppele

TELEVISION in 1948 virtually "captured" the nation. In 1949 the triumph of the art of visual broadcasting will be complete. Recapping the past 12 months of television broadcasting in a capsule, one might say it was red-hot and whew!

At the past year's end, television set ownership was moving close to the million mark and the number of operating stations approached half-a-hundred. On January 1, 1948 there were but 16 television stations on the air and a few hundred thousand television sets in the hands of the public.

As a matter of fact, 12 months ago television receiver production had barely reached 30,000 a month. Now it is in excess of 100,000 a month and still mounting. A year ago only the east coast had network television service. Now the east and mid-west are joined in a web that extends southward from Boston to Richmond and westward from Buffalo to St. Louis. Many additional extensions are contemplated this year as the inevitable march of progress continues.

•

Television has matured in other ways, too. Television programming, in the past confined primarily to evening hours, went on a daytime basis late in 1948 with the Du Mont Network leading the way. And the calibre of television programming soared with the growth of the industry.

Stars of stage and screen also became television personalities during 1948, presaging a trend toward top star billings in this new art of visual broadcasting. Among these stars were Paul Muni, Ralph Bellamy, Peggy Conklin, Raymond Massey, Virginia Gilmore, Dennis King, Bert Lytell, Frank Thomas and others.

The past year was one of tremendous importance in a news sense. It was the year of a great national election, with its attendant excitement and public interest. Television acquitted itself admirably in covering both the national political conventions and the election campaigns.

While television made impressive strides in 1948, this year will see its full flowering in virtually every large metropolitan city in the nation. The temporary halt in granting construction permits is expected to be rescinded early this year and those stations under construction at the turn of the new year are due to begin operating within the coming eight to ten months.

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From a network point of view, the American Telephone & Telegraph Company expects to link Los Angeles with San Francisco during 1948 and to extend its services from existing network links to Dayton, Columbus and Cincinnati, Ohio, Indianapolis, Ind., and to Louisville, Ky. It expects to branch out to Madison, Wis. and to Rochester, N. Y., Akron, O., Youngstown, O., Johnstown, Pa., Harrisburg, Pa., York, Pa., Lancaster, Pa. and Reading, Pa., sometime between 1949 and 1950.

If all factors being considered are met, it may reasonably be expected that there will be about 134 stations on the air by the end of 1949. This estimate is based on the 50 stations operating by the end of '48 and the construction permits granted at that time. An additional hundred TV stations will be on the air by the end of 1950 and 355 stations by the end of 1951. The estimate made in November, 1948 by Mr. Wayne Coy, F.C.C. chairman, that 1,000 television stations are likely by 1955, undoubtedly will be fulfilled. This would include hundreds of "satellite" stations to "feed" the great suburban and rural sections of the nation.

•

The American advertiser—bulwark of radio, newspaper and magazine survival—has taken a great affection to television. By the end of 1948 there were over 450 advertisers utilizing television to sell their wares. This figure should double in 1949 as more and more receivers, and wider network service become available.

Television is fast fulfilling the predictions of its most ardent supporters, i. e., that it will be the greatest form of mass communication ever devised.

FRED WARING®
and his
PENNSYLVANIANS
NBC—MONDAY THRU FRIDAY—10 A.M., EST
THURSDAY EVENINGS—10:30-11:00 P.M., EST

# ET'S BECOME BIG BUSINESS

By **FREDERIC W. ZIV**, *President, Frederic W. Ziv Company*

*Frederic W. Ziv*

ELECTRICAL transcriptions have really come of age in the post-war era, and everyone gets the credit except the fellow who really deserves it.

One editor says the Bing Crosby transcribed show is responsible for the come-uppance of transcriptions. Another editor gives Ziv the credit. Another suggests that the networks, with their delayed broadcasts via transcriptions, are responsible for the great public acclaim of transcribed radio. But the fellow who deserves the credit is the biggest business man in the world . . . the biggest spender of advertising dollars in the world . . . namely, the nation's little business men.

These little business men are not in position to use a hookup of stations. Their businesses cover only one market or one state, or perhaps a half dozen states.

How *little* are they? I have in mind a department store in a city of less than half a million people. In 1948, that department store did over $40,000,000 business. In 1948, that department store spent $1,000,000 advertising in that market. I can think of no national advertiser who spends an equal amount in a market of equal size. In another market, population under 250,000, there is a baker who spent $100,000 for advertising. No network baker spends that much money in a market of equal size.

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Yes, these little business men are, in fact, very big fish in their small puddles. They want programs calculated to dominate their markets. They are impatient with the type of talent that might happen to be in their particular markets at that particular time. They want big-time radio and they have learned that they can obtain big-time radio solely by means of electrical transcriptions.

Mr. Local Sponsor learned how high-rated transcribed shows like *Boston Blackie* and *Barry Wood* can ring the cash register. How "names" like *Ronald Colman* and *Guy Lombardo* can build enthusiasm within their sales organization. They learned that the listening public today accepts transcribed shows on a par with network shows.

•

Hooper ratings prove this last point beyond question of doubt. When we see ratings like 21.7 for *Boston Blackie* in Louisville, and 16.5 in Minneapolis; and 16.6 for the Ronald Colman *Favorite Story Show* in Salt Lake, and 17.5 in Los Angeles; and similar ratings for transcribed shows all over the country . . . ratings that beat network shows competing at the same time on other stations . . . rating that beat network shows that precede and follow on the same stations . . . yes, these ratings prove that the public accepts transcribed programs.

And the local sponsor knows it. He is in radio to stay . . . as long as he can get top quality shows, with big-name values, that enable him to earn high Hoopers and beat network competition.

•

What of tomorrow? It is always dangerous to predict. But it appears obvious that bigger and better shows will continue to be made available to local and regional sponsors via transcriptions. And what is more inviting is the fact that today's network radio advertisers appear headed towards selective local market radio advertising in the future. This is based on the predicted progress of television in major markets. As television makes still greater strides, it is expected that today's network radio advertisers will find reason to spend more and more dollars on television in major markets. This may require that they reduce their expenditure on AM network radio. It is my prediction that today's network radio advertisers will soon be dependent on television to reach their major markets and will be depending on transcribed radio shows to reach their non-television markets.

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That's ET's dish! National advertisers know the value of big-name, big-time shows. So we can expect national advertisers to turn to big-name, big-time shows on transcription, and spot those transcribed shows in selected local markets.

Dear Radio Editors, Columnists and Critics:—

My warmest thanks for your having voted me the No. 1 spot for girl singers for the 8th consecutive year in your annual poll

Gratefully,

**Dinah Shore**

# IMPORTANCE OF ADVERTISING

By DICK DORRANCE, *President, O'Brien & Dorrance, Inc.*

DICK DORRANCE

WHEN RADIO DAILY asked for an evaluation of today's radio promotion, I warned them. But they said: "Be frank. Say what you think."

Well, if a man went out and bought a plot of ground on a well-traveled corner with well-proven sales possibilities—and then put up on it a ramshackle, ill-designed building—you wouldn't think him much of a businessman, would you?

Unfortunately, that's about the exact parallel of most radio trade paper advertising. It is jerry-built, inadequately planned, poorly executed and runs the scale from humdrum monotony to downright amateurishness. Essentially, 80 per cent of it is a waste of the good space in which it appears.

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Let's face the fact. Putting down $200 for a page in a trade journal is just the start. You have to make that blank area work for you. The paper will get you the readers (if it's any good), but it is then up to you to make them stop, read and remember as they go by. And you don't do it with some old, tired copy dashed off at the final moment and combined with a ten-buck drawing that a local schoolgirl of alleged artistic talent turned out.

Radio lives by advertising. It should have more faith in its own bread-and-butter than to sluff off in this manner what is a proven, exact science. If national advertisers operated the same way, there'd be a lot of stations playing the "Star Spangled Banner" for the last time.

The problem is heightened when you take a good breath and remember that the people to whom most radio trade advertising is addressed are advertising professionals. They *know* the good from the sad. It takes an extra spark to get their interest and hold it.

All right. What can be done? Foremost, realize that—like anything else worthwhile—radio trade advertising deserves careful *advance* planning and skillful execution. It cannot logically be left to the mailroom boy or some other unoccupied member of the staff. It calls for a careful marshalling of all competitive sales points, evaluation by an expert in sales and promotion who has a practical knowledge of the field, and (that most important ingredient) *time.*

•

Good campaigns seldom pop up overnight. They have to be sweated out, and the creator must know what he's doing—particularly if the story has weaknesses (as is usually so). Actually, the *writing* of a campaign should be relatively easy—if all the plans have been made intelligently and agreed upon ahead of time.

Most radio trade advertising seems to have been contrived in reverse. Time is short . . . a few warmed-over facts are coupled together loosely . . . somebody reaches 'way out into left field for an approach . . . second-rate mechanical production happens overnight . . . and another egg is on its way to being laid.

No one has ever computed, either, the amount of money thrown away by restless advertisers. They start out with well-conceived campaigns built around themes that make sense, and begin the slow but vital imbedding of themselves in readers' minds. Then, suddenly, the advertiser—who, mind you, has mulled over every ad—decides that the time has come to "change the pitch." So the campaign veers off on another tack, loses all the gains it has fought for so hard, and steps out under a new set of whiskers to ignore the basic rule of continuity and repetition which is an advertising axiom beyond question. In military parlance, a "campaign" is a "series of coordinated operations, each reinforcing each other toward an important objective." In advertising, it is no different.

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It comes down, as you can well argue, to what you want your advertising to do. If you want to fill up the space you buy with anything at all, get rid of money for tax purposes, feel you have to help support a trade paper for politic reasons, or impress yourself with what interests you—then the ideas expressed here will be of no concern to you.

But if you want your advertising to *sell.* help build your business, acquaint more people with the facts that make you better than your competition—then put a little *time, money* and competent *skill* into getting the most out of the space you buy. It's always the cheap suit that wears out first at the elbows.

*"Be Good To Yourself"*
*is the wish of*

# DON McNEILL

TOASTMASTER OF THE

## *Breakfast Club*

**16th YEAR**

**SPONSORED COAST TO COAST**
**MONDAY THROUGH FRIDAY**

**ABC, 8 to 9 a. m., C. S. T.**

SWIFT-PHILCO-GEN. MILLS

# TRIBUTE TO RADIO

By **CARL HAVERLIN**, *President, Radio Executives Club of New York*

*EDITOR'S NOTE: During the observance of National Radio Week last November, Carl Haverlin, president of the Radio Executives Club of New York, paid an eloquent tribute to the radio industry at an REC luncheon held at the Hotel Roosevelt in New York City. Believing that Mr. Haverlin's remarks bear repetition, RADIO ANNUAL is privileged to reprint the text:*

CARL HAVERLIN
*President, BMI*

RADIO is significant. For radio, like all of man's great accomplishments, has helped to deliver him from the weight and mass of this heavy globe upon which, unaided by such accomplishments, he would still crawl within a narrow circle.

The lever, the forge, the wheel, the press, the wire, the wing — these and other inventions have loosened our bonds.

To them was added the power of the microphone and the vacuum tube. In 1921 into their clumsy interiors men spoke and others at a distance heard. Through the air—over nothing—they heard and marveled.

They did well to marvel, for in those early broadcasts were the then incredible seeds of a harvest not yet fully reaped—network broadcasting, international short-wave transmission, frequency modulation, high fidelity reproduction, television, radar, facsimile and now ultrafax and other things now only imagined, but what we in any branch of radio can imagine will be made real.

Your programs too have kept pace with your technical advances. Today they go out from thousands of towers to so many million of listeners as to stagger the imagination. And they go out and out, racing past the moon to the planets and the stars themselves, before they lose their energy in some galactic gulf . . . bearing intelligence—pregnant with communication—saying, "Here on earth is life—do you hear us?"

Yes, it may well be that somewhere the planetary symbol of the questing and eager spirit of this earth is a Bulova Time Signals or the NBC Symphony Orchestra.

Big words—some critics will say—too big, too nice and too lush for broadcasting. Broadcasting, which is vulgar, crass and commercial; advertising odd things in questionable ways. Broadcasting that blunders and falters and panders and fails to reach their ideal.

Well, I am not here to defend radio, so let me admit that sometimes radio is some, if not all, of these things. Let them be true. For they are true of all people, of life itself.

But like life itself, like people, broadcasting is also magnificent and inspiring and courageous. With its few faults and its many virtues, it fits the people it serves. If one sleeve be short—then so is arm it covers. As the body grows, the coat will be changed.

I hope that after some 25 years in radio I may, with propriety, make two suggestions to you, my betters. I've noticed that critical harpoons are thrown at us in cycles. Until they're thrown, we are negative. When thrown, we go on the defensive. I suggest we take on a renewed, a positive, yes, a fierce pride in the progress we have made in 27 years and carry it with us daily.

My second suggestion is that you do not let familiarity or boredom take the color out of broadcasting. Let not age wither nor custom stale that fine enthusiasm the pioneers had in the 1920's and '30's.

Instead, let us re-create our original sense of awe and wonder about broadcasting, whether we be network president or a youngster making early morning station breaks. Let us—like the ancient Druids who greeted the sun each morning as though they had not expected it to return—look upon radio in its true light—a continuing and renewing miracle. And remember the vital things in which you deal—intelligence, communication, laughter and music—and the power with which you work is the very staff of life itself.

# ALAN YOUNG

*Every Friday Night* — NBC — with JIMMY DURANTE

Now starring in

**"THE ALAN YOUNG SHOW"**

Every Tuesday night on NBC for Tums

# RADIO REPS REVIEWED

By **FRANK M. HEADLEY**, *President, National Association of Radio Station Representatives*

FRANK M. HEADLEY

THIS association has just had its second annual meeting, and I am glad to report to the radio industry regarding our progress.

Your readers will remember that the association was formed by the independent broadcasting station representatives to promote Spot radio. In the course of our first year, we published the book entitled *Spot Radio Lets YOU Decide;* we furnished to our members a kit of promotion material to follow up that booklet; and we have issued an easel presentation of Spot radio, which is beginning to make itself felt.

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Advertisers, agencies and marketing schools have been very generous to us in their praise of the Spot Book. We did try to make the book factual. We did give in it a panorama of the United States, its differences in climate, sunrise and sunset times, listening habits, variation in wealth, divergencies in farming operations, and hundreds of other illustrations of the fact that there is no average radio famiy. Our thesis was that Spot radio was selective, easily adapted to markets, and people, and budgets, and that it well deserved its high place among advertising media. The book has been placed in the hands of all advertising agency personnel interested in Spot radio, including plan boards, account executives, media officials. We have given it a wide distribution among advertisers, large and small; sectional and national; users and non-users of Spot radio, and we have a big file of commendatory letters.

We intend to see that no person interested in Spot radio in any degree will miss having a copy of the Spot Book.

Spot representatives are now engaged in an all-member promotion campaign, with posters and stickers, and all the usual paraphernalia, to give repetition to the idea that "Spot Radio Lets *YOU* Decide."

A further step in strengthening our association was taken at the year end, when the members decided to incorporate it. The directors of the corporation are the officers, including the president and Adam J. Young, Jr., vice-president; F. E. Spencer, Jr., secretary, and Lewis H. Avery, treasurer, and in addition three directors elected by the members—Edward Petry, Eugene Katz and H. Preston Peters.

Early in the Fall, the association opened its office at 101 Park Avenue, where it installed T. F. Flanagan as managing director.

•

The association prepared and presented at the FCC hearing on station representation by networks in December, a comprehensive brief and exhibit on the history and operations of Spot Radio Representation, and a strong case was presented for FCC action to prevent concentration of too much control over station income in the hands of a few powerful organizations.

One of our actions during the coming year will in all probability be a change in the name of our organization, so that it will include both AM and TV broadcasting.

Our members have been the recipients of congratulations from many of their stations on the Spot radio volume in the past year. NAB estimates indicate that naional Spot business increased 10 per cent in 1948 over 1947, local business 6 per cent, and network business 4.5 per cent. The latest published FCC figures indicate also that the independent radio stations receive more net income by approximately $2,000,000 from National Spot time sales than from network sales.

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The members of the association are: Avery-Knodel, Inc.; John Blair & Company; The Bolling Company, Inc.; The Branham Company; Everett-McKinney, Inc.; Free & Peters, Inc.; The Friedenberg Agency, Inc.; Headley-Reed Company; George P. Hollingbery Company; The Katz Agency, Inc.; Robert Meeker Associates, Inc.; John E. Pearson Company; Edward Petry & Company, Inc.; RA-TEL Representatives, Inc.; Paul H. Raymer Company, Inc.; Taylor-Borroff & Company; The Walker Company; Weed & Company, and Adam J. Young, Jr., Inc.

*For Complete List of Radio-TV Station Reps See Page 209*

# ROBERT MERRILL

METROPOLITAN
OPERA
COMPANY

R.C.A.
VICTOR
PROGRAM

The Robert Merrill Sunday program is a half hour of ingratiating, smoothly-performed renditions of classics, standards, musical comedy tunes, and arias. Here is first rate music sung first rate and the program is in ths spirit of a relaxed Sunday afternoon.
Paul Denis
New York Post

Robert Merrill is a baritone with a beautiful voice and a real concept of bel canto.

Olin Downes
N. Y. Times

**1948 AWARDS**

Musical America Concert Poll
Musical America Radio Poll
Billboard Classical Singer Poll
Motion Picture Daily Award

RCA VICTOR RECORDING ARTIST

N.C.A.C. CONCERT ARTIST

**PERSONAL MANAGEMENT GALE, INC., 48 West 48th Street, N. Y. C.**

# MERCHANDISING OUTLOOK—1949

By JOSEPH B. ELLIOTT, *V.P., RCA-Victor Consumer Products*

*Joseph B. Elliott*

IN 1949, the tenth anniversary of the introduction of commercial television receivers in the United States is being celebrated.

It was ten years ago, in mid-1939, that television first began building its audience. Television receivers were offered coincidental to RCA-NBC's pioneer public showing of television at the New York World's Fair.

Despite war stoppages, changes in broadcasting standards, and the tremendous investments required to give the service life, television's growth during those 10 years has surpassed even the most optimistic predictions.

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At the end of this year, the total area served by the approximately 100 stations expected by then will be that in which nearly two-thirds of the nation's population lives. About 3,000,000 receivers are expected to be in the public's hands, 150 manufacturers will be producing receivers, and network facilities will be increased both in areas covered and the number of programs which may be carried simultaneously along existing long-line routes.

In dollars, television is expected to make an equally impressive showing during 1949. At the retail level, $700,000,000 in receiver business seems probable. The estimated $9,800,000 spent by advertisers on television during 1948 should be dwarfed by advertiser expenditures expected to reach $25,000,000 in 1949. Add the cost of transmitters, added relay and network facilities and other television activities, and it will be readily apparent that television should account for over a billion dollars in this year alone.

Television's expansion to a billion-dollar, 3,000,000-receiver service at the end of 1949 from a million-receiver one at the beginning of the year is no automatic accomplishment or inevitable evolution of an industry. It is the attainable result of teamwork by a team the excellent coordination of which has already been demonstrated. The broadcaster, the advertiser, and the manufacturer, distributor and retailer of receivers have combined to win success for television in its first decade.

Use of test pattern by the broadcaster through much of the day has facilitated installation of television receivers. Increased daytime programs have made it easier for the retailer to demonstrate the appeal of the service and the quality of its pictures. The retailer, in turn, has dramatized the quality, extent and variety of television's programming through ads, on-premise displays and sales presentations, using this as a device to build sales and audience at the same time. That team work is part of the merchandising necessary to fulfill the promise for television offered in 1949.

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The art of merchandising must be brought back from prewar yesterday with even greater force and effectiveness. Real thought and intelligent, unstinted application will be required from every member of the team to make the predictions for 1949—based on confidence that television's team will go into action with peak power —come true.

Realization of these predictions will round out a year and a decade of almost fabulous accomplishment for a young industry. Yet, 1949 is far from television's apex. It is an important year for groundwork, in manufacturing, station operation, and network structures and operational procedures, for evolution of station and network programming, audience habit and television advertising techniques.

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But to view 1949 in proper perspective, it must be considered that 1949's television dollar and growth accomplishments will be surpassed by those of 1950, barring calamities of depression or war proportions, and that 1951 will rank even higher. Eventually, it is not unlikely that the annual television receiver production rate will reach 5,000,000 units, with all that this means to audience, programming and advertising effectiveness.

Brilliant as television's accomplishments have been during its first decade, they are meager compared to those attainable in the next 10 years.

*For Complete List of Television Manufacturers See Page 1169*

# JO STAFFORD

*Management:*
MICHAEL NIDORF

*Direction:*
GENERAL ARTISTS CORP.

CAPITOL RECORDS

# PLATTER PRODUCERS' PLIGHT

By ERNEST E. STERN, *Associate Editor, Radio Annual*

*Ernest E. Stern*

FOR the approximate 20,000,000 U. S. record - player owners, who annually purchase between 200 and 300 million records, 1949 may well be their year of decision, just as 1948 was their year of confusion.

This confusion was brought about by two of the nation's leading manufacturers of records; Columbia Records, Inc., and RCA-Victor Div., Radio Corp. of America, with their announcements of new type records, cut at varying groove widths, and players, revolving at varying rpm.

The lid first blew off last June, when Columbia, in cooperation with the Philco Corp., announced the development of a Long-Playing Microgroove record, cut at 33 1/3 rpm and with a player for these recordings, manufactured by Philco, which was geared to revolve at like speed. These discs were publicized as playing 45-minutes of music. Actually, a single, 12-inch, unbreakable record played up to 25-minutes of uninterrupted music on a single facing, as against 5-minutes, 15-seconds playing time for one side of the conventional 12-inch, 78 rpm record.

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On January 11 of this year, the lid blew off again, only higher. RCA-Victor, never to be caught with their turntables revolving at the same speed as competing manufacturers, placed the dilemma of a new record and record changer, operating at 45 rpm, before the bewildered public. So now there were three different records and record players, revolving at three different speeds, but none revolving quite as fast as the public.

RCA-Victor, being the *only* manufacturer of *both* records and players, created even greater confusion, with their announcement of a 7-inch disc, cut at 45 rpm, with a 1½-inch hole in the center for accommodation of the RCA-Victor player spindle which played for an average of 5-minutes, 15-seconds per side, and with the rapid action of their new changer, permitted up to 42-minutes of "almost continuous" music. Like the Columbia-Philco player, RCA's was easily connected to any standard radio in the home. Price for their new player was expected to meet the $29.95 list price, plus tax, of the Philco player, when RCA-Victor releases its player in the spring of this year.

Not allowing for a breathing spell, Columbia immediately followed RCA's announcement with the disclosure that they too were manufacturing a new 7-inch nonbreakable, microgroove disc, which, like their LP, rotates at 33 1/3 rpm.

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Other manufacturers of record players were not standing idly by, and Admiral, Crosley, Farnsworth, General Electric, Magnavox, Stewart-Warner, Stromberg-Carlson, Westinghouse, Wilcox-Gay and Zenith made known that record players in their radios and radio-TV combinations would be capable of playing both the 78 rpm records as well as the Columbia LP and 7-inch, 33 1/3 discs. Sonotone Corp. announced development of a phonographic pickup, which was made available to the radio-phonograph industry, principle of which was a single pickup arm with dual side-by-side points, set in one shank, capable of playing all three type records. By end of Feb. 1949, two other manufacturers disclosed record changers in some of their console models, capable of playing all three type discs; Freed Radio Corp., manufacturers of Freed-Eisemann radio-TV phonos, incorporated two complete players in one model; one record player with a dual-speed automatic changer for 78 rpm and 33 1/3 rpm microgroove recordings and one separate changer for the wide-spindled, 45 rpm discs. Scott Radio Labs, Inc., also claimed a changer with two pickup arms, to handle all three type records.

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However, herein does not lie the solution. In all fairness to the public, it would appear that a standardization of record cuttings, with players whose speed is also uniform, is in order. Such standardization by all manufacturers would inevitably result in a far greater acceptance of records and players by the public, and in turn, result in a far greater revenue to the industry, which thus far have only served to confuse the public.

This then, is the people's year of decision, concerning records and record-players. They alone will decide what they like best and desire most. The industry cannot fail to heed their decision.

TO CBS
Coca-Cola

# TV AND ITS PIONEERS

By LEWIS ALLEN WEISS, *President, Don Lee Broadcasting System*

*Lewis A. Weiss*

TELEVISION is the magic word from coast-to-coast and in this California Centennial the scramble for video is as exciting as those gold rush days of 1849 and . . . some of it just about as devoid of any thinking.

Even then, some prospectors started off into the wilds without any plans except a treasure map and a lot of anticipation of the luxury to be enjoyed if any gold were discovered. Nowadays, the tenderfeet venture out into the megacycle wilderness without much idea of the length of the journey nor the cost to reach the destination. Likewise television as an industry cannot now thrive on publicity alone. It requires program substance beyond sports events and amateur drama. To score a "first" in anything now requires ingenuity and expensive planning because television is not "new" anymore, although inexperienced Magellans now and then are overcome by their own enthusiasms of discovering the already well-charted shores of videoland.

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Biggest factor in television is the swing to motion picture film. Already it is the basis of the Don Lee KTSL operation on Channel 2, and we see the need for more of it as our program hours lengthen. Recently we have added Sunday night to our schedule, using the DuMont "Doorway to Fame" kinescoped series as the base of our program structure for that night. Since going on the air December 23, 1931 we have used more than fourteen million feet of motion picture film from all sources.

For a quick fill-in, here is the Don Lee television picture at the present time. We are originating most of our live and film shows from the studio at 1,700 ft. Mt. Lee overlooking Hollywood and the San Fernando Valley. This is the first structure in the world erected exclusively for television, is 100 ft. square, two stories high and has a stage large enough to paint the boundary lines of a tennis court on it. The steel antenna is 300 ft. high, giving a sheer vertical clearance of 2,000 ft. Also, there is a large outdoor swimming pool in which aquatic events are televised. In addition, live shows, such as our Music Hall Variety show and "Song" originate in our new three million dollar television-radio studio on Vine Street in the heart of Hollywood. Images are beamed from the new plant to Mt. Lee and then disseminated on the regular channel. In the future, images from both the new Vine Street plant and Mt. Lee will be beamed to the new $500,000 transmitter at Lee Park atop Mt. Wilson and broadcast directionally from that 5,700 ft. level. Coverage will be from Malibu to Mexico and from the Sierra Madre Mountains to Catalina Island.

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Indicative of our progress in television, is the calibre of production personnel being brought into use, the fine G. E. equipment in charge of Harry R. Lubcke, our famous director of television, who put the station on the air 17 years ago. Recently we have employed E. Carlton E. Winckler as program coordinator, a man with lighting and technical credits on 78 Broadway shows for Billy Rose and John Murray Anderson. Then we brought in Harold Helvenston from the movie sets. Coach and designer he is best known for his creation of the working models of Snow White and the Seven Dwarfs which were built for the Walt Disney animators. Helvenston is a graduate of the famous Yale Workshop originated by George Pierce Baker.

•

Every year is the big year in television, from now on out, and the problem will be to keep up the momentum until television can begin to carry its own expense, and serve more than a few cities.

*For Television Yearbook See Page 993*

# FIBBER McGEE AND MOLLY

N.B.C. — TUESDAYS

# BBC PROGRESS REPORT

By **NORMAN COLLINS**, *Controller of BBC Television*

*Norman Collins*

TO the 12,000,000 potential viewers now covered by the London television station of the BBC, 6,000,000 more will be added in the late summer of this year with the opening of a second, and higher-powered, transmitter in the Midlands at Sutton Coldfield, near Birmingham. Sutton Coldfield is second in a chain of six stations planned to serve most if not all of the country. Plant for a third station is on order, an signal strength tests are being conducted, but at the moment of writing no site has been chosen.

Midlanders will soon be sharing with London and the southeast counties the daily vision service which, inaugurated as the world's first in 1936, was resumed after a wartime break of seven years, in June, 1946. Despite setbacks traceable to lack of manpower and materials (television is not in Britain's priority supply list) the second station nears completion. With a vision transmitter of 35 kw (double that of London) and sound transmitter of 12 kw, it will relay London's programs from a 750-ft. steel mast over an officially computed radius of 50 miles, though, if London's experience is a guide, this range should be considerably exceeded.

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Television enthusiasm in the provinces, where competitive forms of entertainment are fewer, is expected to reach an even higher pitch than in London, where television licenses (at 2 pounds per receiver) have trebled in number in 12 months and now stand at nearly 90,000, keeping pace with factory production. Even if the radio industry achieves its target of 250,000 receivers in the present year, prospective viewers in the Midlands are likely to start a big waiting list.

British television programs, which are aimed at the home audience (there are relatively few sets in bars and other public places) owe their growing popularity not only to the appeal of "actuality" sport and national ceremonial transmitted by the mobile units, but to the high finish of studio productions. No play is televised with less than four or five-weeks' preparation and even apparently spontaneous interviews and illustrated talks receive careful camera rehearsal before being permitted on the air.

In variety and other light entertainment, viewers have seen the pick of stars from Britain and the Continent of Europe in set shows like *Cafe Continental* and *Rooftop Rendezvous*, the complete Lido Cabaret flown over from Paris, and "musicals" such as Beverley Nichols' *Song of the Wind* and Cicely Courtneidge success, *Under the Counter*. Ballet has included a series of performances by the outstanding companies of France; in documentaries and talks features, viewers have been shown criminal investigation methods, microscopy by television, blood transfusion, new inventions, magistrates' courts at work and innumerable other highly visual subjects. *Picture Page* has brought close-up interviews with people in the news. *Kaleidoscope* has projected a viewer-participation magazine.

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A weekly Children's Hour is the precursor of many more programs for young people, including a Children's Newsreel planned for the near future.

The BBC's own Television Newsreel, begun in January, 1948, runs to two weekly edition, embracing items filmed by BBC camera crews at places as far apart as Johannesburg and the Arctic Circle and incorporating pictures from a world-wide panel of agencies. Newsreels are also exchanged with the National Broadcasting Company of America.

High spot in outside broadcasts was the day-to-day coverage of the Olympic Games at Wembley, making extensive use of the new highly-sensitive "C.P.S." camera in the relatively dim light of the Empire Swimming Pool. Other televised sports have included international tennis from Wimbledon. Test Cricket, horseracing, ice hockey, amateur boxing (professional bouts are at present barred) and football, to name only a few.

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As in other countries, British television faces problems in its relations with other forms of entertainment. As regards cinema television, negotiations are in progress for the televising of feature films which have completed their general release in exchange for certain items in BBC television programs which would be available for big screen projection.

*The*

# PHIL HARRIS ALICE FAYE SHOW

Presented by Rexall

Sunday Afternoons
N.B.C.

# NEW TRENDS IN LIBRARY SERVICE

By AL SAMBROOK, *Commercial Manager, World Broadcasting System*

*Al Sambrook*

AFTER eighteen years in the transcription library business, I can say that "I haven't seen anything yet." For a new day is dawning in the transcribed library service field. A whole new concept, a series of startling innovations, an exciting new approach to the very library idea.

We at World, who have grown up in the "sustaining library" thinking, have substituted one important word in our library vocabulary. That word is *"Commercial."*

As competition among stations and sponsors becomes keener, the natural desire of the station is to turn sustaining time into commercial time. The natural desire of the sponsor is to find a program that is calculated to pay off at the cash register. The new deal in library service is calculated to help stations sell their sustaining time . . . to help sponsors move merchandise. How is that being done? Here is what is happening at World.

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New star values are appearing. Stars with commercial appeal like Dick Haymes, David Rose, Lyn Murray, Carmen Cavallero, to mention a few. Stars that sponsors know and respect for their pulling power.

How are these stars being utilized? Definitely not in the old-fashioned way of singing a few number that could be used to fill sustaining time. Today, those stars are part of an overall program-planning operation. Complete 15-minute and 30-minute programs are planned and music is recorded accordingly. For example: if a quarter-hour series is planned, numbers are recorded to fit the format of the particular program. Perhaps bright, lively opening and closing numbers are desired. Perhaps slow ballads are slotted to change the pace. Each song is arranged and timed to fit the best overall planning of each quarter-hour or half-hour show.

And how are they timed? Today, the shows furnished in the library service are time *commercially*. The scripts are timed to permit opening and closing sponsor identifications with time for full-length commercial announcements. What is more, production aids for the shows now being furnished include opening and closing themes, with spoken introductions and closings and voice tracks by the featured stars so that the station can put together a quarter-hour or half-hour program of music plus script plus production aids that sound practically like a custom-built show. That's what the sponsors want and that's what the sponsors are getting in the new library technique.

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What is more, today's thinking in the music library field goes beyond material furnished to radio stations. It includes material furnished to sponsors to enable the sponsor to promote his library service radio program just as he would a custom-built show. Thus, newspaper ad mats, publicity stories, photographs are furnished . . . material that the sponsor can utilize in promoting his radio program in other media such as envelop stuffers, window displays, truck posters, etc.

There's also a lot that's new in the assistance given stations in selling these shows. World provides a four page brochure in color for each program, especially designed to sell the shows to sponsors. In addition each station has a set of recorded auditions and a file of case histories, success stories and ratings on the programs. Thus each is equipped with a fine sales kit to do a real sales job on their library shows.

•

As commercial manager of our company, I can tell you that the commercial aspect of the music library service now holds tremendous appeal to sponsors and advertising agencies. Throughout the years, the library service show has offered maximum flexibility for local station and sponsor. Now add to the desirable flexibility the advantages of proven name talent, production aids, merchandising aids, a powerful sales kit, commercial planning and commercially timed scripts and the entire idea of the music library service takes on a broad, new scope and enters upon a new era of service to the broadcasting industry. Stations who have examined this "new look" in library service are excited about the great sales possibilities. They say "we thought we wouldn't be able to afford a music library service. We find that we can't afford to be without it." The new commercial idea in library planning is money in the bank for radio stations.

NINE YEARS FOR THE SAME SPONSOR

# QUIZ KIDS

MILES LABORATORIES

makers of Alka-Seltzer and
One-A-Day Brand Vitamins
through

WADE ADVERTISING AGENCY

Civic Opera Building, 20 N. Wacker Dr.
Chicago

NBC NETWORK
Sunday Afternoons
4:00 P.M. (E.S.T.)

CREATED AND PRODUCED BY

LOUIS G. COWAN, INC.
485 Madison Avenue, New York 22, N. Y.
8 So. Michigan Avenue, Chicago 3, Ill.
Guaranty Building, 6331 Hollywood Blvd.
Hollywood 28, Calif.

# TRENDS IN TRANSCRIBED MUSIC

By **CHARLES C. COWLEY**, *Executive Vice-President, Muzak Corporation*

*C. C. Cowley*

THE essential function performed for broadcasters by transcribed music libraries can be measured in terms of the industry's expansion during the last decade. It is reliably estimated that at least 85 per cent of all radio stations at the present time rely on transcribed music as the basic component of their local programming. The main source of this transcribed music are the six major companies producing transcribed music with libraries ranging in size from 3,000 to 5,000 selections.

The scope of this highly specialized service to the radio industry can be further emphasized by the growth of Muzak Corporation's Associated Program Service with a library of 5,000 selections vertical-cut on its distinctive cherry-red Vinylite. In the past three years, the number of APS subscribers has increased more than three and a half times.

•

This convincing vote of confidence from radio stations all over the country is the culmination of a broad research program undertaken several years ago. Its purpose was to determine, anticipate and provide broadcasters with a transcribed music service suitable in every respect for around-the-clock program building and strong commercial saleability. To this end, the research project took three courses: 1st, to analyze in detail the musical requirements of radio stations; 2nd, to carry out continuous product improvement to fulfill these requirements; 3rd, to plan all elements of the product package to insure its fullest possible commercial value to the client. That this intensive program of functional design has more than kept pace with the expanding needs of broadcasters is reflected by the countless markets in which locally sponsored shows are today built from the APS library and script service.

The extent of a transcribed music library service to broadcasters does not end with the mere provision of selections but should include continuity advice and programming recommendations that will help the subscriber to exploit to their fullest the commercial possibilities of the library. APS, with a staff of professional script writers operating under a continuity director, concentrates on the building of musical shows for local sponsorship. Movie Time, Tune Time, Souvenir Songs, American Standard Time are just a few examples of the musical shows built around Associated's extensive library and roster of recording artists. Such shows are purposely constructed to meet the client's needs for flexibility in scheduling and ease of handling. Nothing is more indicative of the reproduction quality and public acceptance of these programs than the fact that local broadcasters receive requests for tickets for these *transcribed* shows.

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In the final analysis, the value to broadcasters of a music library lies not only in the quality of the transcriptions and the scope of the selections but also in the rendering of expert advice and merchandising assistance on how to capitalize on the library's musical content. The full effectiveness of any functionally designed tool lies in the knowledge of how and when to use it. It is this know-how that is part and parcel of the Associated Program Service.

In addition to its transcribed library of music for radio use, Associated has developed two other libraries that fill a much-needed want. The first is a special library of transcribed musical interludes, bridges and themes for telecast programs. The second is for use by schools and colleges in conjunction with radio courses.

The high standards of musical reproduction that have become an indelible trade mark of APS transcriptions are due to quality-controlled processing by Muzak's Transcription Division.

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To complete the picture of the Muzak organization and its function as a source of transcribed music, there's the Wired Music Division. Specially arranged programs of work and background music are transmitted by telephone lines from Muzak-licensed studios serving over 100 cities in the United States, Canada, Mexico and Hawaii. It is estimated that these programs are heard by a daily audience averaging 5,000,000 people.

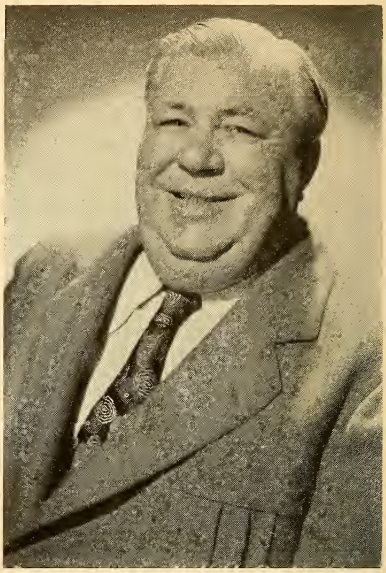
*For Complete List of Transcription Companies See Page 761*

TED DALE

# 1941—GROWTH OF STATIONS—1948

| *AM Outlets as of:* | *Licenses* | *Construction Permits* | *Special Broadcast Stations* | *Total* |
|---|---|---|---|---|
| April 1941 | 832 | 54 | 5 | 891 |
| May 1941 | 831 | 55 | 5 | 891 |
| June 1941 | 844 | 48 | 5 | 897 |
| July 1941 | 854** | 43 | — | 897 |
| August 1941 | 859** | 44 | — | 903 |
| September 1941 | 859** | 53 | — | 912 |
| October 1941 | 869** | 44 | — | 913 |
| November 1941 | 877** | 38 | — | 915 |
| December 1941 | 882** | 37 | — | 919 |
| January 1942 | 887 | 36 | — | 923 |
| February 1942 | 891 | 32 | — | 923 |
| March 1942 | 893 | 31 | — | 924 |
| April 1942 | 897 | 27 | — | 924 |
| May 1942 | 899 | 25 | — | 924 |
| June 1942 | 906 | 18 | — | 924 |
| July 1942 | 906 | 19 | — | 925 |
| August 1942 | 905 | 16 | — | 921 |
| September 1942 | 906 | 14 | — | 920 |
| October 1942 | 908 | 11 | — | 919 |
| November 1942 | 910 | 9 | — | 919 |
| December 1942 | 919 | 9 | — | 918 |
| January 1943 | 910 | 7 | — | 917 |
| February 1943 | 910 | 6 | — | 916 |
| March 1943 | 909 | 5 | — | 914 |
| April 1943 | 911 | 2 | — | 913 |
| May 1943 | 911 | 2 | — | 913 |
| June 1943 | 911 | 1 | — | 912 |
| July 1943 | 911 | 1 | — | 912 |
| August 1943 | 911 | 2 | — | 913 |
| September 1943 | 911 | 2 | — | 913 |
| October 1943 | 911 | 2 | — | 913 |
| November 1943 | 911 | 2 | — | 913 |
| December 1943 | 910 | 2 | — | 912 |
| January 1944 | 910 | 2 | — | 912 |
| January 1945 | 919 | 24 | — | 943 |
| December 1945 | 1003 | 24 | — | 1027 |
| December 1946 | 1062 | 464 | — | 1526 |
| December 1947 | 1522 | 446 | — | 1968 |
| December 1948 | 1867 | 260 | — | 2127 |

** This Figure includes 5 Special Broadcast Stations.



# SMILIN' ED McCONNELL

BROWN SHOE COMPANY

7th Year

NBC

MANTLE LAMP COMPANY

23rd Year

ABC

27th Radio Anniversary

May 30th, 1949

# FMA STRESSES SALES FOR 1949

By **WILLIAM E. WARE**, *President, FM Association*

*William E. Ware*

THE job of selling FM on its superior technical advantages has been accomplished with more than adequate success.

The big job for 1949 is to sell FM as a new and vast advertising medium to reach the aural broadcasting audience that is daily overlapping into the FM audience.

Radio set production figures for 1948 and thus far for 1949 indicate unequivocally that AM listening has reached its peak and that FM audience is rapidly increasing. FM's challenge to the long established position held by AM broadcasting becomes stronger each day.

The year 1948 saw FM grow to a billion dollar industry.

•

Production of sets last year capable of tuning in FM programs increased 35 per cent over 1947. Production of AM-only sets decreased 28.5 per cent. Actually, these figures do not reveal the true gain of FM on AM since between 15 and 20 per cent of the TV sets manufactured last year included facilities for FM reception.

Accordingly, the FM potential audience at the close of 1948 was increased by more than 6,000,000 listeners.

And despite the fact that overall set production in January 1949 dipped below the million mark for the first time since last summer, production of FM receivers continued to increase while AM-only sets declined.

Percentage-wise, production of FM-AM and FM-only sets in January was 21 per cent greater than the average monthly production rate for 1948.

Meanwhile, AM-only receiver production for the same period dropped sharply to but 57 per cent of the average monthly rate for 1948.

As stated before, one of the jobs that the FMA is now undertaking is to sell the growing FM audience to the advertiser.

First step taken by the Association in this direction was its FM sales clinic held in New York in April. Under the heading, "What's What in FM," advertisers, agency representatives, broadcaster, manufacturers, dealers and other interested parties were brought up-to-date on FM.

Speakers dealt with the growth as well as the listener characteristics of the FM audience. Case-history reports from individual FM station operators on audience-building programming techniques, and sales results from special cooperative campaigns with dealers, manufacturers and advertisers were highlights on the agenda.

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Specifically on the above, the FMA is now engaged with several manufacturers on a joint-cooperative program to promote the sale of FM sets; thus maintaining the FM potential audience in increasing numbers.

In addition, the FMA program for 1949 will lay particular stress on "grass roots, man-to-man" effort to help those who are currently doing the most to further the transition of aural broadcasting in America to the modern and superior method of static-free, high fidelity FM broadcasting.

Pursuing this program, the FMA will concentrate on helping present as well as new FM stations with their problems of local programming, local and national sales, and cooperation with dealers.

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General overall purposes of the FM Association may be summarized as follows:

1. To encourage the development of Frequency Modulation Broadcasting.
2. To publicize the superior qualities of FM as an improved broadcasting service to the public.
3. To disseminate information among the members of the Association regarding the general problems incident to FM operation.
4. To cooperate with receiver and transmitter manufacturers, and other suppliers of FM equipment and services with the objective of establishing the wide-spread operation of FM stations as rapidly as possible.
5. To act as liaison between its members, the Federal Communications Commission, and other agencies and organizations on the continuing problems affecting FM broadcasting.

*For Complete Listing of FM Association See Page 1143*

**Ben Gross—New York Daily News:**

"Today critics are hailing Jane Pickens as a mature performer in full command of her natural talents."

**Jack Gould—New York Times:**

"Jane Pickens provides as effortless listening as there is — the very simplicity of her performance being the best evidence of her craftsmanship."

**Walter Winchell—New York Daily Mirror:**

"Jane Pickens' song sessions on NBC are restful earfuls."

**Variety:** "Miss Pickens' voice has always been especially suited for radio."

# "WORDS and MUSIC"

Personal Management—M. Gale

Music Corporation of America National Concert Artists Corp.

# UNITED NATIONS' ROLE IN RADIO

By PETER AYLEN

(*Continued from Page* 43)

The principal task of the Division is, of course, to help existing stations and networks extend their own coverage of the United Nations. This may take the form of providing facilities or program material or, indeed, of completed programs. During 1948, in the United States, over 1,000 stations carried United Nations programs. A Monday through Friday program, *United Nations Today,* is carried by key stations across the continent and by several regional networks. The Columbia Broadcasting System began the series, *Memo From Lake Success*, in September, 1948, which is carried by about 100 affiliates. To meet a growing demand, another weekly program has been created—*Operation UN*. Numerous series and special programs were released by 800 stations last year. The U. S. section inaugurated several interesting projects during 1948, such as a radio education service to 200 education stations and centers; a transcribed series, *Status of Women*, documenting talks by 26 of the world's outstanding women and the *Little Songs About UN*, 1,000 sets of which were presented to the Radio Division by Station WNEW for distribution. 2,000 copies of a Woman's Broadcasters Bulletin are issued monthly. Every day news correspondents and program executives from U. S. stations visit UN to record programs or write for background information. *UN Case Book*, United Nations first television series, has met with excellent public response.

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Considerable time has already been devoted in the past by radio stations to programs dealing with the United Nations. We realize that in asking for still more, we are asking a lot—and yet, if we are to be honest with one another and true to our mission, we cannot, in all conscience, be satisfied with less than a lot, for the United Nations must demand a great deal—not only of broadcasters, but of everyone. In the words of Mr. B. Cohen, our Assistant Secretary General:

> ". . . Through the centuries there has developed an attitude of *active* participation of individuals in the tasks of war, concurrently with a *passive* one towards peace. . . . No sacrifice is considered too great to achieve the aims of national defense, and men face the sternest realities with a determination to achieve victory; yet, peace requires no less a dynamic action than does armed conflict."

## UNITED NATIONS RADIO DIVISION

### LAKE SUCCESS

Fieldstone 7-1100, Ext. 8364

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| General Frank E. Stoner | Chief, Telecommunications |
| Carlos Garcia Palacios | Deputy Director, Radio Division |
| W. Gibson Parker | Chief of Production |
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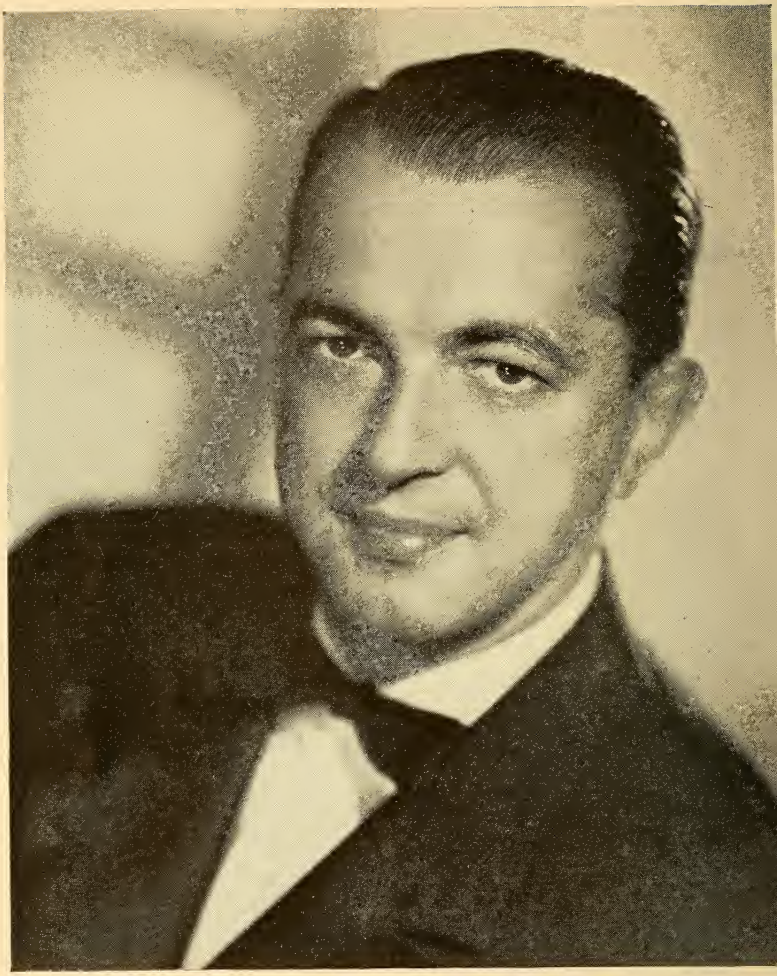


# PERCY FAITH

## "THE PAUSE THAT REFRESHES ON THE AIR"

for

## COCA COLA

# Radio Daily's Almanac of Holidays and Special Events

## 1949

### January

1: New Year's Day (In all States, Territories, District of Columbia and Possessions).
Paul Revere Born (1735).
Proclamation of Emancipation (1863).
Blue Network organized (1927).

2: Georgia Admitted (1788).

3: Battle of Princeton (1777).
William S. Paley is elected president of CBS (1929).

4: Utah Admitted (1896).

5: Stephen Decatur Born (1779).
George Washington Carver Died (1943).
Week of Prayer, first week in January.

6: Carl Sandburg Born (1878).
New Mexico Admitted (1912).

7: Millard Fillmore, 13th President Born (1800).
Electronic system for television, including a dissector tube to scan the image for transmission patented by Philo Taylor Farnsworth (1927).

8: Anniversary of the Battle of New Orleans (Louisiana).
Battle of New Orleans (1815) Holiday in Louisiana.

9: Connecticut Ratified the U. S. Constitution (1788).
Connecticut Admitted (1788).

10: Ethan Allen Born (1737).

11: Alexander Hamilton Born (1757).

12: John Singer Sargent Born (1856).

13: Salmon Portland Chase Born (1808).

14: First Written Constitution Adopted at Hartford, Conn. (1639).

15: Mathew B. Brady Died (1896).

17: Benjamin Franklin Born (1706).
Feast of St. Anthony.

18: Daniel Webster Born (1782).

19: Robert E. Lee's Birthday (Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia).
Edgar Allen Poe Born (1809).

20: Inauguration Day. Begun in 1937. To be observed every fourth year from that date by the 20th Amendment to the Constitution.

21: Foundation Day. In the Canal Zone.
Thomas Jonathan (Stonewall) Jackson Born (1824).

23: S. S. Republic collides with S. S. Florida off N. Y. harbor and flashes CQD signal, summoning rescuers proving value of Marconi apparatus in time of disaster at sea (1909).

24: Gold discovered in Calif. (1848).

25: Weather Signs. It is an old belief that the weather of the whole year depends upon this day. "Sun on St. Paul's Day means a good year, rain or snow foretells indifferent weather, a mist means want, while thunder predicts 12 months of wind and death." (Shepherd's Almanack, 1676).
Scotch Poet Robert Burns Born (1759).

26: Michigan Admitted (1837).
General Douglas MacArthur Born (1880).
First A.E.F. landed in Ireland (1942).
Australia Day. Public Holiday in Australia.
FM Broadcasters, Inc., holds first annual meeting in N. Y. with attendance of 750 (1944).

27: Wolfgang Amadeus Mozart Born (1756).
Lewis Carroll, pen name of Charles Lutwidge Dodgson Born (1832).

28: Thomas Edison granted patent on his incandescent light (1880).

29: William McKinley Born (1843).
Kansas Admitted (1861).

30: Franklin D. Roosevelt Born (1882).

31: Franz Schubert Born (1797).
Child Labor Day. Last Sunday in Jan., also the Saturday preceding and the Monday following.

### February

1: Victor Herbert Born (1859).
Supreme Court of the U. S., Chief Justice John Jay presiding, held its first meeting (1790).
CQD is adopted as wireless distress call by Marconi Co. (1904).

2: Fritz Kreisler Born (1875).
Ground Hog Day.
Candlemas.
Treaty of Guadalupe Hidalgo signed by U. S. and Mexico (1848).

3: Horace Greeley Born (1811).

ROY ROGERS

**"King of the Cowboys"**

AND TRIGGER

**"Smartest Horse in the Movies"**

Radio—520 stations Mutual Broadcasting System Records—RCA VICTOR
Pictures—Republic 10th Year Rodeo—Roy Rogers World's Championship Rodeo

*Commercial Tie-ups*
ROHR COMPANY
Beverly Hills

*Exclusive Management*
**ART RUSH, Inc.**
HOLLYWOOD

*Press Contact*
AL RACKIN
Hollywood

4: Arbor Day. In Arizona (all counties except Apache, Coconino, Mohave, Navajo and Yavapai).
Charles Augustus Lindbergh Born (1902).
6: Massachusetts Admitted (1788).
Aaron Burr Born (1756).
American Forces Recapture Manila from Japs.
7: Charles Dickens Born (1812).
8: Boy Scout Day.
9: William Henry Harrison 9th President Born (1773).
Nebraska Admitted (1867).
10: Peace Treaty Signed With Spain Ending Spanish-American War (1899).
11: Thomas A. Edison Born (1847).
Daniel Boone Born (1734).
12: Lincoln's Birthday (Alaska, California, Connecticut, Delaware, Illinois, Indiana, Iowa, Kansas, Kentucky, Michigan, Minnesota, Missouri, Montana, Nevada, New Jersey, New York, North Dakota, Ohio, Oregon, Pennsylvania, South Dakota, Tennessee, Utah, Virgin Islands, Washington, West Virginia, Wyoming).
Georgia Day.
14: Valentine's Day.
Arizona Admitted (1912).
Oregon Admitted (1859).
15: Destruction of the Maine (1898).
Constitution Day. In the Canal Zone.
Susan B. Anthony Day. Observed in honor of the birthday of the pioneer crusader for equal rights for women. Governors of 33 States and 3 Territories have honored the day by special proclamations.
16: Katharine Cornell Born (1898).
18: Inauguration of Jefferson Davis as President of the Provisional Government of the Confederacy (1861).
19: Ohio Admitted (1803).
Shrove Tuesday (1947). Tuesday preceding Ash Wednesday. Observed as Mardi Gras in Florida (in cities and towns where carnival is celebrated), Louisiana (Parishes of Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, East Baton Rouge), Canal Zone.
Phonograph Patented by Edison (1878).
20: U. S. purchased the Danish West Indies (1917).
21: Beginning of the Battle of Verdun (1916) which ended Dec. 15.
Brotherhood Week. Always includes Washington's Birthday; the Sunday nearest Feb. 22 is Brotherhood Day.
22: Florida ceded to the U. S. by purchase and treaty with Spain (1819).
Washington's Birthday (All the States, Territories, District of Columbia and Colonial Possessions).
James Russell Lowell Born (1819).
23: Johannes Gutenberg Died (1468).
President Calvin Coolidge signs Dill-White Radio Bill, creating Federal Radio Commission and ending chaos caused by industry's wild growth (1926).
25: Enrico Caruso Born (1873).
John Adams appointed first Minister of U. S. to England (1785).
26: William F. Cody (Buffalo Bill) Born (1846).
27: Henry Wadsworth Longfellow Born (1820).
29: Leap Year. The name given to every year of 366 days.

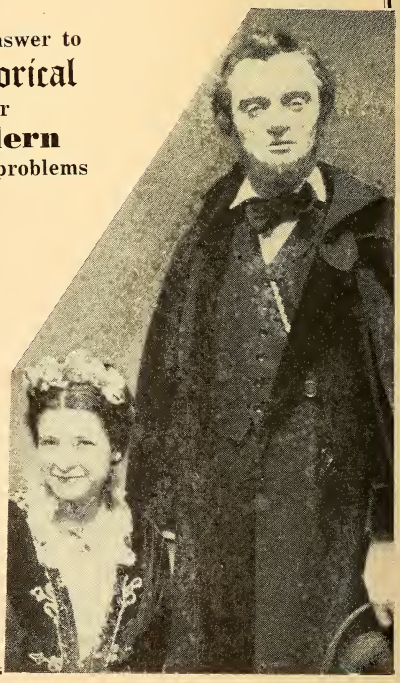
## March

1: Nebraska Admitted (1867).
2: Texas Independence Day.
3: Florida Admitted (1845).
First Postage Stamp used in U. S. (1847).
Alexander Graham Bell Born (1842).
4: Pennsylvania Day.
Vermont Admitted.
5: Boston Massacre (1770).
6: Fall of the Alamo (1836).
7: Luther Burbank Born (1849).
Maurice Ravel Born (1875).
Patent granted to Alexander Graham Bell for first telephone (1876).
8: Oliver Wendell Holmes, Jr. Born (1841).
9: Battle of the "Monitor and Merrimac" off Hampton Roads, Va. (1862).
Edwin Forrest Born (1806).
10: Lillian D. Wald Born (1867).
11: Johnny Appleseed, properly John Chapman Died (1847).
The great blizzard in New York City and New England States (1888).
12: U. S. Post Office established by act of Congress (1789).
Girl Scout Day.
13: Standard Time established in U. S. (1884).
14: Albert Einstein Born (1879).
First Trans-Atlantic radio broadcast (1925).
15: Maine Admitted (1820).
Andrew Jackson Born (1767).
16: James Madison Born (1751).
U. S. Military Academy established at West Point by act of Congress (1802).
17: Saint Patrick's Day.
Evacuation Day. In Boston, Chelsea, Revere, Winthrop and Suffolk County.
18: Fast of Esther.
Grover Cleveland Born (1837).
19: William Jennings Bryan Born (1860).
21: First Day of Spring.
22: Emancipation Day (Puerto Rico).
23: Patrick Henry delivered his famous speech (1775).

Athena
Lorde

*

your answer to
**Historical**
or
**Modern**
casting problems



Jim
Boles

*Barbara Lynn Boles appears only in Boles Television Packages.

25: The Annunciation or Lady Day.
Arturo Toscanini Born (1867).
Greek Independence Day. Greece celebrates its freedom won from Turkey (1827).
Maryland Day.
27: President Washington signed the act creating the U. S. Navy (1794).
Marconi flashes first wireless signals across English Channel (1899).
29: John Tyler Born (1790).
30: Seward Day. Alaska (Not observed by Federal Employees).
31: Transfer Day. In the Virgin Islands.

## April

1: All Fools' Day.
2: Sergei Rachmaninoff Born (1873).
U. S. Mint established (1792).
3: First Pony Express riders left Sacramento to ride East and St. Joseph, Mo. to ride West.
Washington Irving Born (1783).
4: Adoption of the present American Flag's design (1818).
5: Elihu Yale Born (1648).
6: Army Day. Observed in New York and some other States by a display of flags and military parades.
Easter Sunday (1947).
7: Peary Discovered North Pole (1909).
Metropolitan Opera House Opened in New York (1830).
Louisiana Admitted (1812).
Bell Telephone Laboratories demonstrates wire television between Washington and New York, and radiovision between Whippany, N. J., and New York (1927).
8: Ponce de Leon (1460-1521) Spanish soldier, landed in Fla. near the present site of St. Augustine, Easter Sunday (1513), claiming the land for Spain. The anniversary of the event is observed by the city.
9: Surrender of General Lee (1865).
Bell Telephone Laboratories demonstrate two-way television in which speakers at the ends of a 3-mile circuit see each other as they converse (1930).
10: Salvation Army Founder's Day.
William Booth Born (1829).
Joseph Pulitzer Born (1847).
U. S. Patent System established by Congress (1790).
National Be Kind to Animals Week falls about this date.
11: Charles Evans Hughes Born (1862).
12: Franklin Delano Roosevelt Died (1945).
Halifax Independence Resolution (North Carolina).
13: Thomas Jefferson Born (1743).
14: Pan American Day.
S. S. Titanic disaster at sea proves value of wireless (1912).
15: Abraham Lincoln Assassinated (1865).
16: Charles Spencer Chaplin Born (1889).
17: Charter granted American Academy of Arts and Letters (1916).
18: San Francisco Fire (1906).
19: Patriots' Day. (Maine, Massachusetts).
20: Adolph Hitler Born (1889).
21: Easter Sunday (1946).
Anniversary of Battle of San Jacinto (Texas).
22: Arbor Day (Nebraska).
William Shakespeare Born (1564).
23: James Buchanan Born (1791).
St. George Day (English).
Marconi transatlantic American-Europe service opened (1910).
24: First Newspaper Issued in America (1704)
U. S.-Mexican War (1846).
Arbor and Bird Day (Massachusetts).
25: War Declared with Spain (1898).
St. Mark's Day.
Guglielmo Marconi Born (1874).
26: Confederate Memorial Day (Florida, Georgia. Mississippi).
Slavery Abolished in U. S. (1865).
First Shot of War with Germany (1917).
John James Audubon Born (1785).
27: General U. S. Grant Born (1822).
CBS takes leadership in urging plans for post-war television in the higher frequencies (1944).
28: James Monroe Born (1758).
Maryland Admitted (1788).
29: Sir Thomas Beecham Born (1879).
30: Boys and Girls Week always includes May 1.
Louisiana Purchased (1803).
Washington Became First President (1789)
Rhode Island Settled (1636).
Benito Mussolini Executed (1945).

## May

1: May Day.
Child Health Day.
Labor Day (Canal Zone).
Dewey's Victory in Manila (1898).
2: Stonewall Jackson Fatally Wounded (1863).
National Music Week.
FCC authorized full commercial television (1941).
3: Shenandoah Valley Apple Blossom Festival.
4: Rhode Island Independence Day.
5: Napoleon's Death (1821).
Cinco de Mayo Celebrations (Mexico).
Arbor Day.
6: Corregidor Surrender (1942).
Admiral Robert E. Peary Born (1856).
7: Germany Surrendered to United States, England and Russia (1945).
Lusitania Torpedoed (1915).
Johannes Brahms Born (1833).

# GEORGE F. PUTNAM

AMERICA'S FIRST RADIO NEWSREEL AND TELEVISION COMMENTATOR

HEARD REGULARLY ON THE THREE NETWORKS

CAMEL TELEVISION THEATRE — MOVIETONEWS

TELEVISION SCREEN MAGAZINE — NBC-TV NETWORK

Robert Browning Born (1812).
Plans to spend $1,000,000 for field television tests are announced by R.C.A. president David Sarnoff; tests to start from Empire State Building, N. Y. early in 1936 (1935).
8: V.E. Day (1945).
9: John Brown Born (1833).
Mothers-Day, second Sunday in May.
10: Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
Completion of First Transcontinental Railroad (1869).
11: Minnesota Admitted (1858).
12: Florence Nightingale Born (1820).
13: Mother's Day.
WDRC-FM goes on air under call letters of WIXPW, utilizing Armstrong FM system (1939).
14: Rockefeller Foundation Granted Charter (1913).
15: First regular Air Mail service in the world inaugurated by the U. S. Govt.
17: "I am An American Day" often referred to as Citizenship Recognition Day.
Norwegian Independence Day (1814).
18: World Good-Will Day, formerly Peace Day.
19: First American Confederation of United Colonies of New England (1643).
20: Anniversary of the Signing of the Mecklenburg Declaration of Independence (North Carolina).
FCC gives FM green light authorizing full commercial operation as of Jan. 1, 1941 (1940).
21: Lindbergh's Flight to Paris (1927).
22: National Maritime Day.
23: South Carolina Admitted (1788).
24: First Telegraph Message Sent (1844).
25: Ralph Waldo Emerson Born (1803).
27: Golden Gate Bridge, San Francisco opened (1937).
29: Wisconsin Admitted (1848).
Rhode Island Admitted (1790).
Patrick Henry Born (1736).
30: Memorial Day (In all the States, Territories, District of Columbia and Colonial Possessions, except Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, New Mexico, North Carolina, South Carolina, Virginia and Tennessee).
31: Walt Whitman Born (1819).
The Johnstown (Pa.) flood (1889).
Battle of Jutland (1916).

## June

1: Kentucky Admitted (1792).
Tennessee Admitted (1796).
3: Confederate Memorial Day (Louisiana, Tennessee).
King's Birthday (Canada).
Birthday of Jefferson Davis (1808) (Florida, Mississippi, South Carolina, Texas, Virginia).
6: American Marines victorious at Belleau Wood, June 6-10 (1918).
Nathan Hale Born (1756).
D-Day (1944).
7: Daniel Boone Day (Kentucky).
8: Battle of New Orleans (1815).
Children's Day, second Sunday in June.
Regular tv schedule, three times weekly, inaugurated by WGY, Schenectady (1928).
9: Feast of St. Columbia.
Confederate Memorial Day (Petersburg, Virginia).
11: Feast of St. Barnabas.
The Continental Congress appointed John Adams, Thomas Jefferson, Benjamin Franklin Roger Sherman and Robert R. Livingston to draft a declaration of independence (1776)
Kamehameha Day. Celebrates the birthday of Kamehameha, first King of Hawaii. Observed in Hawaii.
Transatlantic radiophoto of Pope Pius XI by Korn appearing in the New York World declared "a miracle of modern science." (1922).
12: John Augustus Roebling Born (1806).
Baseball Centennial Celebration of the invitation of the game at Cooperstown, N. Y. (1939).
14: Hawaii organized as U. S. territory (1900).
Harriet Beecher Stowe Born (1811).
Flag Day.
15: Pioneer Day (Idaho).
Franklin demonstrated the identity of electricity and lightning by use of a kite (1752).
Arkansas, 25th state admitted to the Union (1836).
Oregon boundary treaty signed at Washington by Great Britain and U. S. (1846).
16: Commencement, the climax of the academic year when degrees are conferred with impressive ceremony.
17: Bunker Hill Day. (In Massachusetts, Suffolk County).
18: Battle of Waterloo (1815).
19: Beginning of War of 1812.
King John of England signed Magna Carta (1215).
20: West Virginia Day.
Father's Day, 3rd Sunday in June.
21: Longest Day in Year.
New Hampshire Joined the Union (1788).
Constitution Ratified (1788).
22: Bolivarian Day (Canal Zone).
23: Penn Signs Peace Treaty With Indians.
24: San Juan Day (Puerto Rico).
U. S. approves act requiring certain passenger ships to carry wireless equipment and operators (1910).

# ZANE GREY RADIO AND TELEVISION

Steve Slesinger
Romer Grey

25: Virginia Admitted (1788).
Battle of Big Horn, Montana (1876) "Custer's last stand," his defeat by the Sioux Indians.
26: Virginia ratified the U. S. Constitution (1788).
First American Troops Land in France (1917).
27: Hellen Keller Born (1880).
28: Archduke Franz Ferdinand Assassinated in Sarajevo (1914).
U. S. purchased rights and franchises of France in the Panama Canal (1902).
Treaty of Varsailles ending World War I signed (1919).
29: George Washington Goethals Born (1858).
St. Peter's Day.
30: St. Paul's Day.
Congress granted Yosemite Valley and Mariposa Big Tree Grove to Calif. for a public park (1864). The valley was discovered in 1851.
Fourth Atomic Bomb dropped (experimental overwater) Bikini (1946).

## July

1: Battle of San Juan Hill.
Dominion Day (Canada).
Battle of Gettysburg (1863).
Federal fiscal year designated by the law of Aug. 26 (1842), as beginning July 1.
Dept. of Commerce organizes a radio division to enforce wireless act of June 24, 1910 (1911).
2: Richard Henry Lee's resolution declaring the U. S. independent passed by the Continental Congress (1776).
Garfield Assassinated (1881).
3: Idaho Admitted (1890).
John Singleton Copley Born (1737).
4: Independence Day.
U. S. Military Academy at West Point Opened (1802).
Calvin Coolidge Born (1872).
Slavery Abolished in New York (1825).
Providence, R. I. founded by Roger Williams (1636).
Work on Erie Canal commenced (1817).
Thomas Jefferson Died (1826).
James Monroe Died (1831).
John Adams Died (1826).
Cornerstone of Washington Monument laid (1848).
Surrender of Vicksburg (1863).
Bartholdi's Statue of Liberty presented to U. S. in Paris (1883).
American pilots first participated in air raids over Germany (1942).
5: Admiral David G. Farragut Born (1801).
6: Republican Party Founded (1854).
John Paul Jones Born (1747).
Columbia University Opened (1754).
7: U. S. annexed Hawaii (1898).
8: John D. Rockefeller Born (1839).
Liberty Bell Cracked Tolling Death of John Marshall (1835).
9: Elias Howe Born (1819).
10: Wyoming Admitted (1890).
James McNeill Whistler Born (1834).
11: John Quincy Adams Born (1767).
Federal Communications Commission is organized to succeed Federal Radio Comm. and also to regulate wire telephony and telegraphy (1934).
12: Orangeman's Day.
13: Forrest's Day (Tennessee).
14: Stars and Stripes Adopted (1777).
Bastille Day—First Celebrated in U. S. (1914).
Admiral Perry Opened First Negotiations for Trade With Japan (1853).
15: St. Swithin's Day.
16: Mary Baker Eddy Born (1881).
First Atomic Bomb exploded (experimental) New Mexico (1945).
17: Munoz Rivera's Birthday (Puerto Rico).
18: William Makepeace Thackeray Born (1811).
19: Franco-Prussian War Began (1870).
20: Guglielmo Marconi Died (1937).
21: Spanish Armada Defeated by England (1588).
Society of Jesuits Abolished by Pope Clement XIV (1773).
First Battle of Bull Run (1861).
CBS begins tv broadcasting from station W2XAB (1931).
24: Simon Bolivar Born (1783).
Pioneer Day (Utah).
Mormon Pioneer Day (Idaho).
25: Occupation Day (Puerto Rico).
Fifth Atomic Bomb exploded (experimental underwater) Bikini (1946).
26: George Bernard Shaw Born (1856).
Sergei Koussevitzky Born (1874).
New York ratified the U. S. Constitution (1788).
27: First Successful Atlantic Cable (1866).
Barbosa's Birthday, in the Canal Zone.
28: Austria Declared War on Serbia (1914).
Volunteers of America Founder's Day.
29: Booth Tarkington Born (1869).
Benito Mussolini Born (1883).
30: Henry Ford Born (1863).
First Representative Assembly in America Convened (1607).
First patent for wireless telegraphy granted in U. S. (1872).
Experimental television transmitter W2XBS opened by NBC in N. Y. (1930).
31: Feast of St. Ignatius De Loyola.

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## August

1: Colorado Day.
Beginning of World War I (1914).
2: Government of India Transferred to British Crown (1858).
U. S. War Dept. purchased its first military plane from the Wright Brothers (1909) thus founding the Army Air Corps.
3: Civic Holiday (Canada).
Germany Declared War on England and France (1914).
Columbus Sailed From Spain (1492).
4: Feast of St. Dominic.
5: Battle of Mobile Bay (1864) with Admiral Farragut in command.
Second Atomic Bomb dropped (1945) Hiroshima.
6: Feast of the Transfiguration.
Westinghouse discloses Stratovision plan (1945).
7: International Peace Bridge, dedicated (1927), commemorating more than 100 years of peace between the U. S. and Canada.
Creation of War Department (1789).
Society of Jesuits Restored by Pope Pius VII (1814).
8: Charles A. Dana Born (1819).
Third Atomic Bomb dropped (1945) Nagasaki.
9: First Train Drawn in U. S. by Steam Locomotive (1831).
Izaak Walton Born (1593).
10: Herbert Clark Hoover Born (1874).
Russia Declared War Against Japan (1945).
11: The "Clermont" Fulton's steamboat made a successful run up the Hudson River (1807).
14: V-J Day.
Atlantic Charter Agreement Between President F. D. Roosevelt and Prime Minister Winston Churchill.
15: Panama Canal Opened (1914).
16: Bennington Battle Day (Vermont).
First transatlantic cable opened (1858).
18: Virginia Dare Born (1587).
19: National Aviation Day.
Orville Wright Born (1871).
20: Benjamin Harrison Born (1833).
21: Lincoln-Douglas debate began (1858).
22: Claude Debussy Born (1862).
23: Oliver Hazard Perry Born (1785).
24: British Burn White House (1814).
St. Bartholomew's Day Massacres, France (1572).
Festival of St. Bartholomew.
26: Suffrage for Women—19th Amendment (1920).
27: Drilling of first oil well completed in Western Pennsylvania by Col. Edwin Lourentine Drake (1859).
28: Spanish landed at the site of St. Augustine, Fla. (1565).
Johann Wolfgang von Goethe Born (1749).
29: Oliver Wendell Holmes Born (1809).
30: Germany Declared War on Poland (1939).
Beginning of World War II.
French fleet arrived in Chesapeake Bay to further the interest of American independence (1781).

## September

1: Germany Invaded Poland (1939).
Official V-J Day (1945). (Surrender Terms Signed Aboard U.S.S. Missouri.)
Labor Day.
Eugene Field Born (1850).
3: First American Peace Treaty With England (1783).
Allies Invaded Italy (1943).
4: Henry Hudson Discovered Manhattan Island (1609).
First Electric Power Station in World in New York (1882).
5: First Continental Congress (1774).
6: Lafayette Day.
First Battle of the Marne (1914).
7: James Fenimore Cooper Born (1789).
8: Dutch Surrendered New Amsterdam (New York) to British (1664).
Italy Surrendered (1943).
Crimean War Ended (1855).
9: Admission Day (California—1850).
10: Arthur Holly Compton Born (1892).
Battle of Lake Erie (1813).
11: Harvest Festival.
O. Henry (pen name William Sydney Porter) Born (1862).
12: Henry Hudson entered the river (1609).
Defender's Day (Maryland).
13: Walter Reed Born (1851).
John Joseph Pershing Born (1860).
Battle of Quebec (1759).
Battle of St. Mihiel (1918) First battle planned and carried out by American forces in World War I.
14: Great Britain and its colonies in America adopted the Georgian calendar (1752).
"The Star Spangled Banner" written by Francis Scott Key (1814).
15: Independence Day of the Central American Republics (1821).
William Howard Taft Born (1857).
16: Russians Burned Moscow (1812).
17: Constitution Day.
18: Cornerstone of U. S. Capital Laid in Washington, D. C. (1793).
N. Y. Times established (1851) when its first issue appeared.
Columbia Broadcasting System goes on air with basic network of 16 stations. Major J. Andrew White is president (1927).

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**WMBR**
Jacksonville,
"...very glad to go along with

**KOTA**
Rapid City, So. Dak.
"...we are forwarding the contract

**KJR**
Seattle, Wash.
"...most enthusiastic the Pat O'Brien

**KWL**
Muscatine, Iowa
"...you are doing a swell job in getting your new idea started. We are firmly behind you."

**KBMY**
"...very happy with the progress you are making. You can count on me to be an enthusiastic

**WINS**
New York City,
"...looking forward with a great deal of pleasure to scheduling the 'Pat O'Brien' series."

**KTSM**
El Paso, Texas
"....just listened to 'Pat O'Brien' and 'Frontier Town'. They sound good!

**WINN**
Louisville, Ky.
"....station is happy over its membership. We are looking forward to great things from your organization."

**CFCF**
Montreal, Quebec
"...most anxious to join plan. The service that you are offering can do the broadcasting industry a lot of good."

**WAPX**
Montgomery,
"....most pleased with my membership. Believe you have a natural that will mean much to all stations participating. Don't believe any producer in America will come up with better shows."

**WJW**
Cleveland, Ohio
"..received the audition disc, and were quite impressed with the program quality and content."

**ZBM**
Bermuda
"Your plan strikes us as the very thing we have been looking for."

**KUTA**
Salt Lake City, Utah
"...very pleased with our association, and the excellent results obtained so far. Quality of production is superb."

**KQW**
San Francisco, Calif.
"...looking forward to a long and very successful association."

**KF**
Grand Ju
"...very pleased with the deal. ... ref... ent volume of your subscriptions to date."

**WKNX**
Saginaw, Mich
"...station's money is well spent when we can secure the top notch shows you are producing. Excellent work...something radio has needed for a long, long time."

BROADCASTERS PROGRAM SYNDICATE
COOPERATIVE PROGRAM SYNDICATION PLAN

# BROADCASTERS PROGRAM SYNDICATE

**Cooperative Program Syndication Plan — under direction of**

## BRUCE EELLS & ASSOCIATES

**2217 Maravilla Drive • Hollywood 28, California • HOllywood 9-5869**

**KTAR**
Phoenix, Arizona
...start shipping ...le program ...best ...ess

**WEBC**
Duluth, Minn.

**WKR**
Dallas, Texas

**WBBQ**
Augusta, Ga.

Each member station has exclusive rights in his primary area to all Syndicate programs, for his one weekly fee. Write, wire or phone for information and audition recordings if your area is still open. Membership in the United States and Canada will be closed at 500 stations.

**WFDF**
...nt, Mich.

**CFRN**
Edmonton, Alberta

**WLCS**
Baton Rouge, La.

**WCSS**
...sterdam, New York

19: Washington issued his farewell address to people of U. S. (1796).
21: Great hurricane swept Atlantic Coast of N. Y. and New England thence going inland and causing great loss of life and property (1938).
22: Lincoln issued the preliminary proclamation freeing the slaves (1862).
Nathan Hale Executed (1776).
First Day of Autumn.
23: Naval battle between "Bonhomme Richard" commanded by John Paul Jones and British frigate "Serapis" in North Sea (1779).
24: John Marshall Born (1775).
25: Balboa discovered the Pacific (1513).
Bill of Rights (1789).
26: George Gershwin Born (1898).
Battle of the Meuse-Argonne (Sept. 26-Nov. 11, 1918).
Rosh Hashonah.
27: American Indian Day (4th Friday).
28: George Eugene Benjamin Clemenceau Born (1841).
29: Michaelmas Day.
30: Mutual Broadcasting System starts as co-operative four-station hookup (WOR, WGN, WLW, and WXYZ), carrying first commercial program (1934).

## October

1: Francisco Franco Proclaimed Head of Spanish Nationalist Government (1935).
Germany Crossed Border Into Czechoslovakia (1938).
2: Ferdinand Foch Born (1851).
Mohandas Gandhi Born (1869).
3: Religious Education Week. First full week in Oct.
4: Rutherford B. Hayes Born (1822).
5: Yom Kippur.
Wright Brothers Took First Long Distance Flight in an Airplane (1905).
Chester A. Arthur Born (1830).
6: Missouri Day.
National Business Women's Week, generally the second week of Oct.
7: Stamp Act Congress Held and Declaration of Rights Issued by Colonies (1765).
James Whitcomb Riley Born (1853).
8: Edward Vernon Rickenbacker Born (1890).
9: Fire Prevention Week.
Fraternal Day (Alabama).
Chicago Fire (1871).
10: U. S. Naval Academy in Annapolis opened (1845).
11: Eleanor Roosevelt Born (1884).
Farmers' Day (2nd Friday) (Florida).
YMCA Founder's Day—Sir George Williams Born (1821).
12: Columbus Day.
14: William Penn Born (1644).
15: First public demonstration of ether as an anesthetic, Mass. General Hospital (1846).
16: Noah Webster Born (1758).
17: Surrender of General Burgoyne at Saratoga (1777).
18: General Tojo Appointed Premier of Japan (1941).
Alaska Day.
FCC set aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc. (1937).
19: Surrender of Cornwallis (1781).
Volstead Act (Prohibition) Passed (1919).
John Adams Born (1735).
22: The Metropolitan Opera House opened with presentation of Gounod's Faust (1883).
23: Sarah Bernhardt Born (1845).
24: Transcontinental telegraph line completed (1861).
Pennsylvania Day.
William Penn Born (1644).
26: Erie Canal opened to traffic (1825).
Better Parenthood Week, observed last week in Oct.
27: Navy Day.
Theodore Roosevelt Born (1858).
28: Dedication of Statue of Liberty (1866).
31: Hallowe'en.
Admission Day, Nevada (1864).

## November

1: All Saints' Day (Louisiana).
Liberty Day (St. Croix, Virgin Islands Only).
National Broadcasting Co. is organized with WEAF and WJZ in N. Y. as key stations, and Merlin Hall Aylesworth as president (1926).
2: General Election Day.
North Dakota Admitted (1889).
South Dakota Admitted (1889).
James K. Polk Born (1795).
Warren G. Harding Born (1865).
3: Panama declared its independence of Colombia (1903).
4: John Philip Sousa Born (1854).
5: Guy Fawkes Day (English).
U. S. General Election Day.
6: John Phillip Sousa Born (1854).
Static-less radio system based on FM instead of AM, is demonstrated on 2½ meter wave by Maj. E. H. Armstrong at the Institute of Radio Engineers, N. Y. (1935).
7: Marie Skladouska Curie Born (1867).
American Art Week.

AIR FEATURES, Inc.

247 PARK AVENUE

NEW YORK CITY

8: N. Y. Symphony Orchestra gave its first concert under Leopold Damrosch (1858).
Montana Admitted (1889).
9: Great Fire in Boston (1872).
American Education Week.
10: Martin Luther Born (1483).
U. S. Marine Corps was created by the Continental Congress (1775).
11: Armistice Day, World War I.
Washington Admitted (1889).
13: Robert Louis Stevenson Born (1850).
Edwin Booth Born (1833).
14: Robert Fulton Born (1765).
Book Week.
15: Pikes Peak discovered (1806).
16: Oklahoma Admitted (1907).
17: Sixth Congress Met for First Time in Washington (1801).
Suez Canal Opened (1869).
18: Standard Time went into effect in the U. S. (1883).
Dr. V. K. Zworykin demonstrates his kinescope or cathode ray television receiver before a meeting of the IRE at Rochester, N. Y. (1929).
19: Lincoln's address at dedication of National Cemetery on the battlefield at Gettysburg (1863).
19: James A. Garfield Born (1831).
21: North Carolina Admitted (1789).
Edison Announced Invention of Phonograph (1877).
23: Franklin Pierce Born (1804).
24: Zachary Taylor Born (1784).
28: Thanksgiving Day (4th Thursday).
29: Admiral Byrd Discovered South Pole (1929).
30: Samuel L. Clemens (Mark Twain) Born (1835).
Russia Invaded Finland (1939).
Winston Churchill Born (1874).

## December

2: Promulgation of the Monroe Doctrine (1823).
3: Illinois Admitted (1818).
Gilbert Stuart Born (1755).
5: Martin Van Buren Born (1782).
Walt Disney Born (1901).
7: Pearl Harbor Attacked (1941).
Roosevelt, Churchill, Stalin Confer at Teheran (1943).
Delaware Day.
Daily facsimile broadcasting inaugurated by KSD, St. Louis (1938).
8: Eli Whitney Born (1765).
U. S. Declared War on Japan (1941).
9: Germany-Italy Declare War on U. S. (1941).
10: U. S. Declared War on Germany-Italy (1941).
Peace Treaty Signed With Spain (1899).
Mississippi Admitted (1817).
11: Alfred Nobel Born (1833).
Indiana Admitted (1816).
12: First Marconi Wireless Across Atlantic (1901).
Pennsylvania Admitted (1787)
Washington, D. C. became the permanent home of the U. S. Govt. (1800).
13: Council of Trent (1545).
14: Alabama Admitted (1819).
George Washington Died at Mt. Vernon (1799).
15: Bill of Rights Day.
Dr. E. F. W. Alexanderson demonstrates his multiple lightbrush television system and projector at St. Louis (1926).
16: Boston Tea Party.
Ludwig von Beethoven Born (1770).
17: John Greenleaf Whittier Born (1807).
Aviation Day.
First Mechanical Airplane Flight by Wright Brothers (1903).
18: New Jersey Admitted (1787).
First Sunday Paper Published (1796).
19: Tyrus (Ty) Cobb Born (1886).
Washington went into winter quarters at Valley Forge (1776).
20: First Electric Lights on Broadway (1880).
21: Pilgrims Landed at Plymouth Rock (1620).
First day of winter.
23: George Washington Resigned Army Commission (1783).
NBC establishes a permanent coast-to-coast network (1928).
24: "Aida" first performed in Cairo, Egypt (1871) composed for celebration of opening of Suez Canal.
Reginald Fessenden transmits human voice by wireless (1906).
25: Washington crossed the Delaware to attack Trenton (1776).
Christmas Day.
26: Battle of Trenton (1776).
Record snow fall in New York, exceeding in depth, blizzard of 1888 (1947).
27: Louis Pasteur Born (1822).
28: Iowa Admitted (1848).
Woodrow Wilson Born (1856).
Irish Free State Became State of Eire (Ireland).
29: Texas Admitted (1845).
Andrew Johnson Born (1808).
First American YMCA established in Boston (1851).
MBS, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of Calif. and other stations (1936).
30: Rudyard Kipling Born (1865).
The Gadsden purchase and new boundary treaty ratified by Mexico and the U. S. (1853).
31: New Year's Eve.

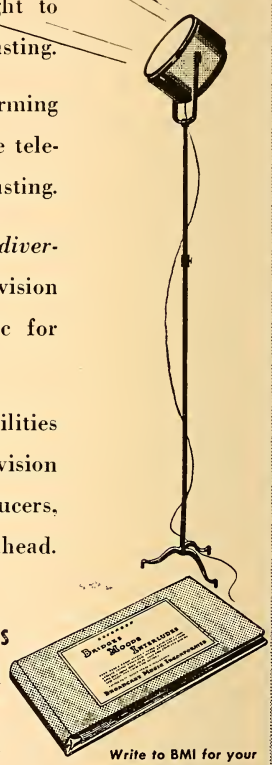
# BMI first in television music

BMI has long been ready for television. Since 1940 it has granted the unrestricted right to perform its music in television broadcasting.

At present BMI is the only major performing rights organization that serves or can serve television on the same basis as audio broadcasting.

An ever increasing BMI catalog—*widely diversified from classics to be-bops*—gives television broadcasters a complete service of music for every type of program.

In the future, too, BMI pledges all of its facilities and all of its cooperation in helping television pioneers, whether broadcasters or film producers, meet every musical need on the road ahead.




*For Appropriate Television Music*

**BRIDGES • MOODS • INTERLUDES**

BMI has compiled a classified and cross-indexed reference book especially designed for television programming.

It is particularly helpful wherever descriptive mood music or background music is necessary.

You don't have to be a musical expert to make the most of this BMI service. For *"Bridges, Moods, Interludes"* is based on recorded music readily available to any telecaster.

***Write to BMI for your copy and for regular monthly supplements***

**BROADCAST MUSIC, INC.**

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

# BMI OFFERS a helpful guide in...

## SERVICE TO THE BROADCASTER

BMI continues to point the way with a wide variety of practical aids to the broadcaster.

All of these BMI helps to the industry have been used to excellent advantage by broadcasters in all parts of the country. The station manager, program director, musical director or disc jockey can avail himself of numerous time-saving and research-saving jobs by making use of such BMI special services as:

**CONTINUITY SCRIPTS** — wide variety of select programs that are entertaining and saleable.

**COPYRIGHT RESEARCH** — thorough, up-to-the-minute information on music clearance, a complete basic catalogue and regular supplements of newly published music provided at all times.

**BMI PIN UP SHEETS** — convenient and timely reference to the current pop song hits and Folk leaders... issued monthly.

**HOLIDAY MUSIC** — suggestions of appropriate music for seasonal and holiday events.

**NEWSLETTER** — personal monthly message to the BMI family. An exchange of radio and music ideas.

**DISC DATA** — valuable reference to records and biographical data of outstanding performers.

**BMI MUSIC MEMO** — monthly informational bulletin. The radio man's guide to BMI music... contains Recordata and Pin Up Patter.

**MODEL MUSIC LIBRARY COURSE** — practical application of the station's music library operation.

**MUSIC DISTRIBUTION** — music of every type, published by BMI and affiliated publishers, as well as records, mailed to stations regularly.

**PRACTICAL PROGRAMS** — highly helpful as participating shows ...12 full hours of record programming issued monthly.

*Other special services are introduced periodically*

For the complete story of BMI write for "Your Stake in BMI"

## FACTS AND FIGURES

**2,473*** commercial licensees in the United States and Canada... embracing all networks and FM, Television and Short-wave broadcasters. Over 90% have renewed their BMI licenses through 1959.

**99%** of the dollar volume in the industry is represented by BMI licensees.

**MUSIC FOR EVERY NEED**

BMI which had enough music for the entire needs of broadcasters in 1941, has since increased its repertoire of music by more than 450%.

**COMPETITION** — BMI more than ever stands as enduring proof of the power and determination of American enterprise to create and maintain the right of free trade in a competitive market.

**As of Jan. 1, 1949*

**BROADCAST MUSIC, INC.**

580 FIFTH AVENUE, NEW YORK 19, N. Y.

NEW YORK • CHICAGO • HOLLYWOOD

# Important Radio TELEPHONE NUMBERS in NEW YORK

## AM Radio Stations

| | | |
|---|---|---|
| WBNX | MElrose | 5-0333 |
| WCBS | PLaza | 5-2000 |
| WEVD | PLaza | 7-0880 |
| WFAS | WHite Plains | 9-6400 |
| WGBB | FReeport | 9-2418 |
| WHLI | HEmpstead | 2-8000 |
| WHOM | CIrcle | 6-3900 |
| WINS | BRyant | 9-6000 |
| WJZ | TRafalgar | 3-7000 |
| WKBS | OYster Bay | 6-2500 |
| WLIB | ORegon | 9-2720 |
| WMCA | CIrcle | 6-2200 |
| WMGM | MUrray Hill | 8-1000 |
| WNBC | CIrcle | 7-8300 |
| WNEW | PLaza | 3-3300 |
| WNYC | WOrth | 2-5600 |
| WOR | LOngacre | 4-8000 |
| WOV | CIrcle | 5-7979 |
| WQXR | CIrcle | 5-5566 |
| WWRL | NEwton | 9-3300 |

## FM Radio Stations

| | | |
|---|---|---|
| WABF-FM | TEmpleton | 8-5400 |
| WCBS-FM | PLaza | 5-2000 |
| WFAS-FM | WHite Plains | 9-6400 |
| WGHF | LExington | 2-4927 |
| WGNR | New Rochelle | 6-8220 |
| WGYN | BOwling Green | 9-4054 |
| WHLI-FM | Hempstead | 2-8000 |
| WJZ-FM | TRafalgar | 3-7000 |
| WMGM-FM | MUrray Hill | 8-1000 |
| WNBC-FM | CIrcle | 7-8300 |
| WNYC-FM | WOrth | 2-5600 |
| WOR-FM | LOngacre | 4-8000 |
| WQXR-FM | CIrcle | 5-5566 |

## TV Stations

| | | |
|---|---|---|
| WABD | MUrray Hill | 8-2600 |
| WATV | BArclay | 7-8216 |
| WCBS-TV | MUrray Hill | 7-8700 |
| WJZ-TV | TRafalgar | 3-7000 |
| WOR-TV | LOngacre | 4-8000 |
| WNBT | CIrcle | 7-8300 |
| WPIX | MUrray Hill | 2-1234 |

## National Networks

| | | |
|---|---|---|
| American Broadcasting Co | CIrcle | 7-5700 |
| Columbia Broadcasting System | PLaza | 5-2000 |
| Keystone Broadcasting System | PLaza | 7-1460 |
| Mutual Broadcasting System | PEnnsylvania | 6-9600 |
| National Broadcasting Co | CIrcle | 7-8300 |

## Station Representatives

| | | |
|---|---|---|
| ABC Spot Sales | TRafalgar | 3-7000 |
| Avery-Knodel, Inc. | PLaza | 3-6513 |
| John Blair & Co | MUrray Hill | 9-6084 |
| Blair-TV, Inc. | MUrray Hill | 9-6084 |
| Guy Bolam | GRamercy | 5-5463 |
| The Bolling Co., Inc | PLaza | 9-8150 |
| The Branham Co | MUrray Hill | 6-1860 |
| Burn-Smith Co., Inc | MUrray Hill | 2-3124 |
| Thomas F. Clark Co., Inc | MUrray Hill | 4-6317 |
| Clark-Wandless Co. | ORegon | 9-1575 |
| Continental Radio Sales | LExington | 2-2450 |
| Donald Cooke, Inc. | MUrray Hill | 2-7270 |
| Everett-McKinney, Inc | PLaza | 9-3747 |
| Free & Peters, Inc | PLaza | 5-4130 |
| The Friedenberg Agency, Inc | PLaza | 7-7655 |
| Melchor Guzman Co., Inc | CIrcle | 7-0644 |
| Headley-Reed Co. | MUrray Hill | 3-5467 |
| George P. Hollingbery Co | ORegon | 9-2660 |
| Hal Holman Co | MUrray Hill | 3-3421 |
| The Katz Agency, Inc | WIsconsin | 7-8620 |
| Joseph Hershey McGillvra, Inc | MUrray Hill | 2-8755 |
| Robert Meeker Associates, Inc | MUrray Hill | 2-2170 |
| National Bcstg. Co. (Spot-Local Sales) | CIrcle | 7-8300 |
| Pan American Bcstg. Co | MUrray Hill | 2-0810 |
| John E. Pearson Co | PLaza | 8-2255 |
| John H. Perry Associates | MUrray Hill | 7-1647 |
| Edward Petry & Co., Inc | MUrray Hill | 2-4400 |
| Ra-Tel Representatives, Inc | MUrray Hill | 4-2549 |
| Radio Sales (Div. of CBS) | PLaza | 5-2000 |
| William G. Rambeau Co | LExington | 2-1820 |
| Paul H. Raymer Co., Inc | MUrray Hill | 7-6540 |
| Taylor-Borroff & Co., Inc | PEnnsylvania | 6-6857 |
| Transit Radio, Inc | MUrray Hill | 8-9254 |
| The Walker Co | MUrray Hill | 7-8288 |
| Weed & Co | MUrray Hill | 7-7772 |
| Adam J. Young, Jr., Inc | MUrray Hill | 9-0006 |

## Advertising Agencies

| | | |
|---|---|---|
| N. W. Ayer & Son, Inc | CIrcle | 6-0200 |
| Badger & Browning & Hersey | CIrcle | 7-3720 |
| Ted Bates, Inc | CIrcle | 6-9700 |
| Batten, Barton, Durstine & Osborn | ELdorado | 5-5800 |
| Benton & Bowles, Inc | MUrray Hill | 8-1100 |
| Bermingham, Castleman & Pierce | LExington | 2-7550 |
| The Biow Co., Inc | PLaza | 7-4100 |
| Brooke, Smith, French & Dorrance | MUrray Hill | 6-1800 |
| Franklin Bruck Advertising Corp | CIrcle | 7-7660 |
| Buchanan & Co., Inc | LOngacre | 3-3380 |
| Calkins, & Holden | PLaza | 5-6900 |
| Campbell-Ewald Co., Inc | MUrray Hill | 8-3190 |
| Cecil & Presbrey, Inc | WIckersham | 2-8200 |
| Compton Advertising, Inc | CIrcle | 6-2800 |
| Dancer-Fitzgerald & Sample, Inc | PLaza | 5-4200 |
| D'Arcy Advertising Co | PLaza | 2-2600 |
| Doherty, Clifford & Shenfield, Inc | BRyant | 9-0445 |
| Donahue & Co., Inc | COlumbus | 5-4252 |
| Roy S. Durstine, Inc | CIrcle | 2-8700 |
| Erwin, Wasey & Co., Inc | LExington | 2-8700 |
| William Esty & Co | MUrray Hill | 5-1900 |
| Federal Advertising Agency, Inc | MUrray Hill | 8-4200 |
| Foote, Cone & Belding | PLaza | 5-6600 |
| Fuller & Smith & Ross, Inc | MUrray Hill | 6-5600 |
| Gardner Advertising Co | COlumbus | 5-2000 |
| Geyer, Newell, & Ganger, Inc | PLaza | 2-5400 |
| Grey Adv. Agency, Inc | CHickering | 4-3900 |
| The M. H. Hackett Co | CIrcle | 6-1950 |
| Hicks & Greist, Inc | MUrray Hill | 3-9135 |
| Hirshon-Garfield, Inc. | PLaza | 7-6300 |
| Hixson O'Donnell Adv., Inc | BRyant | 9-5950 |
| Robert Holley & Co., Inc | CIrcle | 7-3822 |
| Charles W. Hoyt Co. Inc | MUrray Hill | 2-0850 |
| Duane Jones Co., Inc | PLaza | 3-4848 |
| Kastor, Farrell, Chesley & Clifford, Inc. | ORegon | 9-4440 |
| The Joseph Katz Co | PLaza | 5-2740 |
| Kayton-Spiro Co., Inc | LOngacre | 5-5090 |
| Kenyon & Eckhardt, Inc | PLaza | 3-0700 |
| Kiesewetter, Wetterau & Baker, Inc. | LExington | 2-0025 |
| Abbott Kimball Co., Inc | PLaza | 3-9600 |
| Kudner Agency, Inc | CIrcle | 6-3200 |
| C. J. LaRoche & Co., Inc | PLaza | 5-7711 |
| Al Paul Lefton Co., Inc | VAnderbilt | 6-4340 |
| Lennen & Mitchell, Inc | MUrray Hill | 2-9170 |
| Marschalk & Pratt Co | VAnderbilt | 6-2022 |
| J. M. Mathes, Inc | LExington | 2-7450 |
| Maxon, Inc. | ELdorado | 5-2930 |
| McCann-Erickson, Inc. | CIrcle | 5-7000 |
| C. L. Miller Co | MUrray Hill | 2-1010 |
| Emil Mogul Co., Inc | COlumbus | 5-2482 |
| Morse International, Inc | ORegon | 9-4600 |
| Newell-Emmet Co. | MUrray Hill | 3-4900 |
| Peck Adv. Agency, Inc | PLaza | 3-0900 |
| Pedlar & Ryan, Inc | PLaza | 5-1500 |
| Progressive Radio Adv. Co | MElrose | 5-5522 |
| Redfield-Johnstone, Inc. | PLaza | 3-6130 |
| Fletcher D. Richards, Inc | CIrcle | 7-6383 |

Roche, Williams & Cleary, Inc. PLaza 3-7444
Arthur Rosenberg Co., Inc. CIrcle 7-6383
Ruthrauff & Ryan, Inc. MUrray Hill 6-6400
Sherman & Marquette, Inc. CIrcle 6-1550
Street & Finney, Inc. BRyant 9-2400
Sullivan, Stauffer, Colwell & Bayles ORegon 9-2500
J. D. Tarcher & Co., Inc. CIrcle 6-2626
J. Franklyn Viola CHickering 4-3254
J. Walter Thompson Co. MUrray Hill 3-2000
Weiss & Geller, Inc. PLaza 3-4070
Warwick & Legler, Inc. MUrray Hill 6-8585
William H. Weintraub & Co., Inc. CIrcle 7-4282
Ward Wheelock Co. PLaza 3-7120
Young & Rubicam, Inc. MUrray Hill 9-5000

## Publications

Advertising Age LOngacre 4-2737
Advertising & Selling MUrray Hill 5-9770
Billboard, The PLaza 7-2800
Broadcasting PLaza 5-8355
Film Daily BRyant 9-7117
Printers' Ink MUrray Hill 3-6500
RADIO DAILY Wisconsin 7-6336
Radio & Television Weekly WAlker 5-2576
Sales Management LExington 2-1760
Sponsor PLaza 3-6216
Standard Rate & Data Service LExington 2-6611
Televisor, The PLaza 7-3721
TELEVISION DAILY WIsconsin 7-6336
Television Magazine PLaza 3-3671
Tide MUrray Hill 3-7700
Variety LUxemburg 2-2700

## News Associations

Associated Press PLaza 7-1111
International News Service MUrray Hill 7-8800
Press Association, Inc. PLaza 7-1111
Reuters BRyant 9-8558
Transradio Press Service, Inc. MUrray Hill 2-4053
United Press Associations MUrray Hill 2-0400

## Talent Agencies

Batchelor Enterprises, Inc. CIrcle 6-4224
Columbia Artists Management, Inc. CIrcle 7-6900
Consolidated Radio Artists, Inc. COlumbus 5-3580
Frank Cooper Associates VAnderbilt 6-5661
Wallace Downey, Inc. CIrcle 6-6646
Fanchon & Marco, Inc. CHickering 4-3956
Frederick Bros. Artists Corp. CIrcle 6-2144
Gale, Inc. PLaza 7-7100
Hesse & McCaffrey ELdorado 5-1076
Bob Kerr COlumbus 5-8051
A. & S. Lyons, Inc. PLaza 3-5181
Management Corp. of America PLaza 8-8900
A. T. Michaud CIrcle 7-2900
William Morris Agency, Inc. CIrcle 7-2160
Music Corp. of America PLaza 5-8900
National Concert & Artists Corp. PLaza 9-6000
Franklin H. Small CIrcle 6-9400
Roy Wilson (Wilson, Powell & Hayward) PLaza 9-4961

## Organizations, Unions and Government Agencies

Actors' Equity PLaza 7-7660
Advertising Federation of America BRyant 9-0430
AAAA LExington 2-7980
American Communications Assn. COrtland 7-1374
American Federation of Musicians PLaza 8-0600
AFRA VAnderbilt 6-1810
ASCAP PLaza 7-2700
American Television Society MUrray Hill 7-9250
AMPA LUxemburg 2-1790
Broadcast Music, Inc. PLaza 7-1800
Federal Communications Comm. WAtkins 4-1000
Federal Trade Commission WHitehall 3-8000
Institute of Radio Engineers REgent 7-9500
Music Publishers' Protective Association CIrcle 6-3084
NAPA CIrcle 7-8194
NARSR MUrray Hill 5-4141
Professional Music Men, Inc. COlumbus 5-7362
Radio Writers' Guild MUrray Hill 6-5251
SESAC, Inc. MUrray Hill 5-5365
Song Writers' Protective Assn. COlumbus 5-3758
Television Broadcasters' Assn., Inc. LAckawanna 4-4788

## Radio-TV Program and Transcription Cos.

A. B. T. Productions, Inc. COlumbus 5-2700
Advance Television Pictures Sv. COlumbus 5-5400
Advertisers Recording Service, Inc. CIrcle 6-0141
Air Features PLaza 5-2700
Alton Alexander Productions LOrraine 8-3100
American Institute Food Products MUrray Hill 8-4900
Apex Recording Studios, Inc. PLaza 7-7067
Associated Program Service PLaza 7-7710
Associated Radio & TV Productions LOngacre 3-7290
Bausch Radio & TV Productions MUrray Hill 2-8877
V. S. Becker Advertising Service LUxemburg 2-1040
Ford Bond Radio Productions, Inc. CIrcle 7-2236
Ruth & Gilbert Braun SChuyler 4-8896
Byron Productions Co. CIrcle 6-2677
The Bruce Chapman Co. WIsconsin 7-9244
Cinefrects, Inc. CIrcle 6-0951
Cinemart, Inc. MUrray Hill 8-3837
Coastal Recording Co. CIrcle 6-3900
Columbia Transcriptions CIrcle 5-7300
Louis G. Cowan, Inc. PLaza 9-3700
Frederic Damrau, M. D. PLaza 5-3638
Gordon M. Day Productions ORegon 9-3595
Roy DeGroot, Consultants, Inc. MUrray Hill 7-9135
Decca Records, Inc. COlumbus 5-2300
Empire Broadcasting, Corp. PLaza 9-4500
Mildred Fenton Productions PLaza 9-8266
Fisher Productions BRyant 9-9580
Allen A. Funt Radio Productions MUrray Hill 7-8741
Gale, Inc. PLaza 7-7100
General Artists Corp. CIrcle 7-7543
John E. Gibbs & Co. COlumbus 5-4888
Harry S. Goodman Radio Productions PLaza 5-6131
Gotham Radio Productions, Inc. GRamercy 5-7641
Les Hafner & Co., Program Prod. TRafalgar 3-1800
Laurence Hammond Productions, Inc. PLaza 9-2210
Hudes & Baral Radio Productions MUrray Hill 3-2840
Gerald Gross CIrcle 6-2144
Hummert Radio Features PLaza 5-2700
International 16mm Corp. PLaza 7-2265
Kermit-Raymond, Corp. ELdorado 5-5511
Landau Broadcasting Service REctor 2-5341
Lang-Worth Feature Program, Inc. CIrcle 6-7410
Bob Loewi Productions, Inc. MUrray Hill 8-2000
Phillips H. Lord, Inc. PLaza 5-2211
The Ted Mack Co. MUrray Hill 8-0370
Charles Michelson, Inc. PLaza 7-0695
William Morris Agency, Inc. CIrcle 7-2160
Music Corp. of America PLaza 5-8900
Muzak Corp. ORchard 4-7400
NBC Radio Recording Div. CIrcle 7-8300
National Concert & Artists Corp. PLaza 9-6000
Nelson Productions, Inc. MUrray Hill 6-5862
North American Video Prod. LAckawanna 4-0395
Johnny Olsen's American Productions PLaza 5-7123
Original Radio Productions, Inc. SChuyler 4-8896
Press Association, Inc. PLaza 7-1111
Procter Productions, Inc. CIrcle 6-4091
Ra-Best Features, Inc. MUrray Hill 7-8158
Radio Artists Corp. PLaza 3-4670
Radio Features of America LUxemburg 2-5130
Radio Production Service PLaza 3-8940
Radio Program Management MUrray Hill 8-0370
Radio - Video Associates PLaza 5-5781
Reemack Enterprises, Inc. PLaza 7-7354
Reeves Sound Studios, Inc. ORegon 9-3550
Rockhill Radio PLaza 9-7979
Bernard L. Schubert, Inc. PLaza 3-4670
SESAC, Inc. MUrray Hill 5-5365
K. R. Smith PLaza 7-2000
Henry Souvaine, Inc. CIrcle 7-5666
Charles Stark Productions MUrray Hill 2-2636
Richard Stark & Co. REgent 7-9608
Irvin Paul Sulds, Inc. TEmpleton 8-7025
Telemuse Productions LExington 2-3195
Telecast Productions, Inc. ALgonquin 4-4300
Telemated Cartoons MUrray Hill 6-8933
Tele-Radio Jingle Productions COlumbus 5-0371
Tele-Show Company MUrray Hill 7-2722
Tele-Theatre Productions PLaza 9-9490
Television-Radio Enterprises, Inc. PLaza 5-6594
Television Screen Productions, Inc. MUrray Hill 2-8877
Torchlight Productions WIsconsin 7-0771
Towers of London, Ltd. LUxemburg 2-5131
Transcribed Radio Shows LUxemburg 2-3530
Transcription Broadcasting System ELdorado 5-5511
United Press Associations MUrray Hill 2-0400
United Productions, Inc. TEmpleton 8-8300
Thomas J. Valentino, Inc. CIrcle 6-4675
Video Associates, Inc. PLaza 3-7966
Von Baumann Studio RHinelander 4-5508
Roger White Productions PLaza 5-3560
Wolf Associates, Inc. PLaza 5-7620
World Broadcasting System, Inc. MUrray Hill 8-4700
World Video, Inc. REgent 4-6615
Frederick W. Ziv Co., Inc. MUrray Hill 8-4700

# Radio and Television
# TELEPHONE NUMBERS
# in CHICAGO

## AM Radio Stations

| | | |
|---|---|---|
| WAAF | RAndolph | 6-1932 |
| WAIT | FRanklin | 2-0660 |
| WBBM | WHitehall | 4-6000 |
| WCFL | SUperior | 7-5300 |
| WORW | Eastgate | 7-6860 |
| WEDC | ROckwell | 2-9461 |
| WENR | DElaware | 7-1900 |
| WGES | SAcramento | 2-1700 |
| WGN | SUperior | 7-0100 |
| WHFC | ROckwell | 2-7756 |
| WHIP | ANdover | 3-6767 |
| WIND | WHitehall | 4-2170 |
| WJJD | STate | 2-5466 |
| WLS | MOnroe | 6-9700 |
| WMAQ | SUperior | 7-8300 |
| WNMP | GReenleaf | 5-1590 |
| WSBC | MOnroe | 6-9060 |

## FM Radio Stations

| | | |
|---|---|---|
| WEAW | UNiversity | 4-4606 |
| WGNB | SUperior | 7-0100 |
| WEFM | STote | 2-1357 |
| WOAK | SAcramento | 2-6272 |
| WBIK | RAndolph | 6-8210 |

## Television Stations

| | | |
|---|---|---|
| WBKB | RAndolph | 6-8210 |
| WENR-TV | CEntrol | 6-5070 |
| WGN-TV | SUperior | 7-0100 |
| WNBQ | SUperior | 7-8300 |

## National Networks

| | | |
|---|---|---|
| American Broadcasting Co. | DElaware | 7-1900 |
| Columbia Broadcasting System | WHitehall | 4-6000 |
| Keystone Broadcasting System | STate | 2-4590 |
| Mutual Broadcasting System | WHitehall | 4-5060 |
| National Broadcasting Co. | SUperior | 7-8300 |

## Station Representatives

| | | |
|---|---|---|
| John Blair & Co. | SUperior | 7-8659 |
| The Bronham Co. | CEntral | 6-5726 |
| Burn-Smith Co. | CEntral | 6-4437 |
| Copper Publications | CEntral | 6-5977 |
| Crosley Broadcasting Corp. | STote | 2-0366 |
| Free & Peters, Inc. | FRanklin | 2-6373 |
| Headley-Reed Co. | FRanklin | 2-4686 |
| George P. Hollingbery | ANdover | 3-2636 |
| Hal Holman Co. | FRanklin | 2-0016 |
| The Katz Agency | CEntral | 6-4006 |
| Joseph Hershey McGillvra | STate | 2-5282 |
| J. P. McKinney & Son | SUperior | 7-9866 |
| Robert Meeker Associates, Inc. | CEntral | 6-1742 |
| National Broadcasting Co. | SUperior | 7-8300 |
| John E. Pearson Co. | FRanklin | 2-2359 |
| John H. Perry Associates | HArrison | 7-8085 |
| Edward Petry & Co. | DElaware | 7-8600 |
| Radio Sales | WHitehall | 4-6000 |
| Radio Advertising Co. | CEntral | 6-1742 |
| William G. Rambeau Co. | ANdover | 3-5566 |
| Paul H. Raymer Co. | SUperior | 7-4473 |
| Sears & Ayer, Inc. | SUperior | 7-8177 |
| The Walker Co. | ANdover | 3-5771 |
| Weed & Co. | RAndolph | 6-7730 |

## Advertising Agencies

| | | |
|---|---|---|
| Aubrey, Moore & Wallace, Inc. | FInancial | 6-1600 |
| Auspitz & Lee | WAbash | 2-0315 |
| N. W. Ayer & Son, Inc. | RAndolph | 6-3456 |
| A. N. Baker Adv. Agency, Inc. | FRanklin | 2-8895 |
| BBD&O | SUperior | 7-9200 |
| Gordon, Best, Co., Inc. | STate | 2-5060 |
| Hill Blackett & Co. | STate | 2-0950 |
| Bozell & Jacobs, Inc. | HArrison | 7-8391 |
| Richard Bradley Associates | WHitehall | 4-5543 |
| Buchanan & Co., Inc. | DElawore | 7-5522 |
| Leo Burnett Co., Inc. | CEntral | 6-5959 |
| Burnett-Kuhn Advertising Co. | SUperior | 7-3800 |
| Campbell-Ewald Co. | CEntral | 6-1946 |
| Campbell-Mithun Inc. | DElowore | 7-7553 |
| Doremus & Co. | CEntral | 6-9132 |
| Erwin Wasey & Co. | RAndolph | 6-4952 |
| Albert Frank-Gunther Law, Inc. | DEarborn | 2-6424 |
| Foote, Cone & Belding | SUperior | 7-4800 |
| Goodkind, Joice & Morgan | SUperior | 7-6746 |
| Grant Advertising, Inc. | SUperior | 7-6500 |
| Henri, Hurst & McDonald, Inc. | SUperior | 7-3000 |
| H. W. Kastor & Sons Advertising Co. | CEntral | 6-5331 |
| W. E. Long Co. | RAndolph | 6-4606 |
| MacFarland, Aveyard & Co. | RAndolph | 6-9360 |
| Maxon, Inc. | DElaware | 7-3536 |
| C. L. Miller Co. | CEntral | 6-1640 |
| Mitchell-Faust Advertising Co. | STate | 2-6610 |
| Needham, Louis Brorby, Inc. | STate | 2-5151 |
| Presbo, Fellers & Presba | CEntrol | 6-7683 |
| L. W. Romsey Co. | FRanklin | 2-8155 |
| Roche, Williams & Cleory | RAndolph | 6-9760 |
| Ruthrouff & Ryan, Inc. | FInancial | 6-1833 |
| Schwimmer & Scott | DEarborn | 2-1815 |
| Russell M. Seeds Co. | DElowore | 7-1045 |
| Sherman & Marquette, Inc. | DElaware | 7-8000 |
| J. Walter Thompson Co. | SUperior | 7-0303 |
| Wade Advertising Agency | STate | 2-7369 |
| Weston-Barnett, Inc. | WHitehall | 4-7725 |
| Young & Rubicam | FInancial | 6-0750 |

## Radio-TV Program and Transcription Cos.

| | | |
|---|---|---|
| Air Shows, Inc. | SUperior | 7-0506 |
| Richard Bradley Associates | WHitehall | 4-5543 |
| Dirk Courtenay & Associates | INdependence | 3-0225 |
| Louis G. Cowan & Co. | RAndolph | 6-2022 |
| Chartoc-Colemon Productions | RAndolph | 6-6150 |
| Chicago Recording Co. | CEntral | 6-5275 |
| Columbia Records Corp | WHitehall | 4-6000 |
| Decca Records, Inc. | DElawore | 7-8800 |
| Feature Productions | STate | 2-8999 |
| Green Associates | CEntral | 6-5593 |
| Wendell Hall Music Maker Prod. | GRaceland | 2-6418 |
| Hollywood Recorded Features, Inc. | LOngbeach | 1-6730 |
| William Morris Agency | STate | 2-3632 |
| Jewell Radio Productions | SUperior | 7-5526 |
| Beulah Karney, Inc. | STate | 2-5060 |
| Les Lear Productions Corp. | ANdover | 3-7233 |
| Art Linick Enterprises | SUperior | 7-3311 |
| Monogram Radio Programs, Inc. | ANdover | 3-7169 |
| Morton Radio Productions, Inc. | CEntrol | 6-4144 |
| Music Corp. of America | DElaware | 7-1100 |
| NBC Radio Recording Division | SUperior | 7-8300 |
| Radio Features, Inc. | FRanklin | 2-4392 |
| RCA Manufacturing Co. | WHitehall | 4-4600 |
| Standard Radio Trans. Service, Inc. | STote | 2-3153 |
| Hal Tate Radio Productions | RAndolph | 6-6650 |
| Tele-Radio Creations, Inc. | MOhawk | 4-0015 |
| Television Adv. Productions, Inc. | STote | 2-5941 |
| Wright Radio Productions | SUperior | 7-1280 |
| Frederic W. Ziv Co. | FRanklin | 2-8917 |

## News Agencies and Assn's.

| | | |
|---|---|---|
| Associated Press | STate | 2-7700 |
| International News Service | ANdover | 3-1234 |
| Press Association, Inc. | STate | 2-4581 |
| Transradio Press Service | STate | 2-7904 |
| RADIO DAILY | STate | 2-2332 |
| United Press | RAndolph | 6-4172 |

# Radio and Television
# TELEPHONE NUMBERS
## in LOS ANGELES

### AM Radio Stations

KAGH (Pasadena) ..... SYcamore 6-8124
KECA ..... HUdson 2-3141
KFAC ..... FItzroy 1231
KFI ..... FAirfax 2121
KFOX ..... MAdison 2247
KFVD ..... FAirfax 6361
KFWB ..... HEmpstead 5151
KGER ..... MAdison 2551
KGFJ ..... HIllside 0201
KGIL (San Fernando) ..... STanley 7-3467
KHJ ..... HUdson 2-2133
KIEV (Glendale) ..... CHarleston 5-2388
KLAC ..... HIllside 1161
KMGM ..... WEbster 3-9484
KMPC ..... HOllywood 9-5341
KNX ..... HOllywood 9-1212
KOWL (Santa Monica) ..... Santa Monica 4-4627
KRKD ..... TUcker 7111
KUSC ..... RIchmond 7-2295
KVUN ..... HOllywood 5771
KVVC ..... MIchigan 4784
KWIK (Burbank) ..... CHarleston 0-2111
KWKW (Pasadena) ..... RYan 1-6744
KXLA (Pasadena) ..... RYan 1-6991

### FM Radio Stations

KECA-FM ..... HUdson 2-3141
KFI-FM ..... FAirfax 2121
KFMV ..... HIllside 7406
KHJ-FM ..... HUdson 2-2133
KKLA-FM ..... EXposition 2719
KMPC-FM ..... HOllywood 5341
KRKD-FM ..... TUcker 7111

### Television Stations

KECA-TV ..... HUdson 2-3141
KFI-TV ..... FAirfax 2121
KLAC ..... HIllside 1161
KNBH ..... HOllywood 9-6161
KTLA ..... HOllywood 2411
KTSL ..... HUdson 2-2133
KTTV ..... HUdson 2-1301

### Networks

American Broadcasting Co. ..... HUdson 2-3141
Columbia Broadcasting System, Inc. ..... HOllywood 9-1212
Keystone Broadcasting System ..... HOllywood 5338
Don Lee Broadcasting System ..... HUdson 2-2133
Mutual Broadcasting System ..... HUdson 2-2133
National Broadcasting Co. ..... HOllywood 9-6161
United-Pacific Network ..... EXposition 1339

### Station Representatives

Associated Recorded Program Service ..... HOllywood 8318
Avery-Knodel, Inc. ..... TUcker 2095
Walter Biddick Co. ..... RIchmond 6184
John Blair & Co. ..... GRanite 6103
Bolling Co., Inc. ..... GRanite 2248
Burn-Smith Co., Inc. ..... RIchmond 6184
F M Reps., Inc. ..... HIllside 2450
Free & Peters ..... HOllywood 2151
Gene Grant & Co. ..... YOrke 8812
W. S. Grant Co. ..... VAndyke 6341
Homer Griffith Co. ..... HOllywood 6281
Headley-Reed Co. ..... VAndyke 1725
Joseph Hershey McGillvra Inc. ..... DRexel 4388
George P. Hollingbery ..... MAdison 6-3633
The Katz Agency ..... TUcker 3219
Tracy Moore ..... HOllywood 5408
National Association of Broadcasters ..... GRanite 7166
Harlan Gaylord Oakes ..... FAirfax 3200
Pan American Broadcasting Co. ..... HOllywood 6281
John Pearson Co. ..... DRexel 4388
Edward Petry Co. ..... MIchigan 8729
Radio Sales ..... HOllywood 1212
Wm. G. Rambeau Co. ..... EXposition 8281
Paul H. Raymer ..... MIchigan 6536
Taylor-Borroff, Inc. ..... FAirfax 8458
Universal Radio Sales ..... HOllywood 8282
Walker Co. ..... FAirfax 3200
Weed & Company ..... HIllside 8611
Western Radio Association ..... TUcker 6877
Howard H Wilson Co. ..... FAirfax 3200
Adam J. Young, Jr. ..... MIchigan 6377

### Advertising Agencies

Abbott Kimball Co., Inc. ..... TRinity 7575; DRexel 7305
Ad Associates ..... TUcker 5713
R. H. Alber Co. ..... HOllywood 8273
Allen Advertising ..... BRadshaw 2-3336
Allied Advertising ..... DRexel 7331
Associated Broadcast Advertising Co. ..... DUnkirk 8-2972
Associated Advertising Agency, Inc. ..... DUnkirk 8-3145
Atherton & Co. ..... HOllywood 7151
N. W. Ayer & Son ..... HEmpstead 4871
Ayres Agency ..... HEmpstead 8171
Bass-Luckoff of Hollywood ..... BRadshaw 2-1043
Ted Bates, Inc. ..... HOllywood 2161
Batten, Barton, Durstine & Osborn
(Hollywood) ..... HOllywood 7337
(Los Angeles) ..... MIchigan 1354
Benton & Bowles, Inc. ..... HIllside 9151
Berghoff Associates, Inc. ..... BRadshaw 2-2625
Biow, Inc. ..... Hempstead 2377
W. Earl Bothwell, Inc. ..... GRanite 6114
Botsford, Constantine & Gardner ..... VAndyke 0796
Brisacher, Van Norden & Staff ..... WEbster 8143
Buchanan & Co.
(Los Angeles) ..... MUtual 6316
(Beverly Hills) ..... BRadshaw 2-1162
Campbell-Ewald Co. ..... RIchmond 6204
Compton Advertising, Inc. ..... HOllywood 8107
CRawford & Sons ..... HIllside 9211
Doncer, Fitzgerald & Sample, Inc. ..... HEmpstead 8166
D'Arnall & Co. ..... HOllywood 7470
Davis, Harrison, Simmonds ..... HUdson 2-2311
Irving Eichoff ..... GRanite 3192
Erwin-Wasey & Co., Ltd. ..... WEbster 3-5721
Wm. Esty & Company ..... HUdson 2-3366
Ted H. Factor ..... DRexel 7187
Frank Ferrin, Inc. ..... HOllywood 3628
Foote, Cone & Belding ..... HOllywood 6265
Frank Ford ..... GLadstone 1768
A. Newton Free Co. ..... MIchigan 1195
John F. Freiburg & Co. ..... MIchigan 8286
Fritz, Carlson, Cash, Inc. ..... HOllywood 7201
Garfield & Guild ..... Drexel 8131
Glasser-Gailey ..... FItzroy 2141
Grant Adv. Inc. ..... HOllywood 5371
Will Grark ..... TRinity 1384
John H Guedel Radio Prods. ..... HEmpstead 5186
Harrington-Whitney & Hurst ..... WHitney 9357
Hillman-Shane ..... PRospect 0101
Hixson-O'Donnell ..... MUtual 8331
Hutchins Adv. Co., Inc. ..... CRestview 6-2061
Irwin-McHugh ..... HOllywood 2277
W. C. Jeffries Co. ..... FAirfax 8271
Paul Jones & Associates ..... GRanite 7197
Raymond Keane ..... TRinity 2915
Kenyon & Eckhardt ..... HIllside 8368
William Kester ..... HIllside 9251
J. B. Kiefer ..... FAirfax 8373
King Cole Adv. Service ..... LUcas 0681
Kudner, Inc. ..... HIllside 7209
Lennen & Mitchell, Inc. ..... BRadshaw 2-5304
J. M. Lentz ..... HOllywood 3906

Lockwood-Shackelford ..... TRinity 9801
Lott Adv. ..... GRanite 8367
Lowe ..... HEmpstead 8870
Mack-Wharton ..... RIchmond 6275
McCann-Erickson ..... HIllside 8268
McKee & Albright ..... HOllywood 8363
McNeill & McCleery ..... MIchigan 7496
S. P. Middleman ..... OLympia 5818
The Milton C. Miller, Jr. Agcy ... NOrmandie 2-8747
Dan B. Miner ..... TRinity 9711
Raymond R. Morgan Co ..... HEmpstead 4191
Morris & Cain ..... HUdson 2-2358
H. C. Morris & Co., Inc. ..... HIllside 7163
Music Corp. of America ..... CRestview 6-2001
Murray-Dymock-Carson, Inc. ..... DUnkirk 8-2431
Needham, Louis & Brorby ..... GRanite 7186
Newell-Emmett o. ..... GRanite 6131
Mike Newman & Associates ..... GLadstone 6793
Paul E. Newman Co ..... GLadstone 6793
The Pardee Co. ..... GRanite 2248
Pedlar & Ryan, Inc. ..... HOllywood 5354
Porter & Associates ..... DUnkirk 8-2972
Ralph L. Power ..... MIchigan 5277
Robert B. Raisbeck ..... HOllywood 5371
L. W. Ramsey Co. ..... HOllywood 3523
Lee Ringer Adv. ..... DRexel 8131
Ross-Gardner-White ..... DRexel 7211
Ruthrauff & Ryan ..... HIllside 7593
James L. Saphier ..... CRestview 1-7230
Russell M. Seeds ..... HUdson 2-1206
Dean Simmons ..... OLympia 7002
Sherman-Marquette ..... HOllywood 5131
Smith, Bull & McCreery ..... HEmpstead 5671
Ralf M. Spangler ..... HEmpstead 5129
Barton A. Stebbins ..... TRinity 8821
Sudler Co. ..... TRinity 0709
J. Walter Thompson Co.
(Hollywood) ..... HIllside 7241
(Los Angeles) ..... MAdison 2661
The Tullis Co. ..... HEmpstead 6831
Universal Adv. ..... HIllside 8218
Louis Victor ..... GRanite 5673
Ward Wheelock Co. ..... HIllside 9221
Wade Adv. ..... MIchigan 8608
Warwick & Legler ..... HEmpstead 8163
R. W. Webster ..... MAdison 9-2283
Milton Weinberg Co. ..... TUcker 4111
Harry J. Wendland ..... FAirfax 2381
Adolphe Wenland ..... HIllside 1176
Carl Webster & Co. ..... HIllside 2151
Al Williams ..... GRanite 7648
Young & Rubicam ..... HOllywood 2731

## *Radio-TV Program and Transcription Cos.*

Academy Sound System ..... HIllside 5729
Air Check Co. ..... GLadstone 2189
Allied Record Manufacturing Co., Inc. HOllywood 5107
American Legion Radio Shows ..... AXminster 8106
Amusement Enterprises, Inc. ..... CRestview 4-6101
Analysis Recording Co. ..... FAirfax 3312
Argonant Prods., Inc. ..... GLadstone 7121
Associated Recording Program Ser. ... HOllywood 8318
Associated Studios Broadcasting
Recording ..... HIllside 0191
Audience Participation Recordings ... HOllywood 0703
Bonded Television Corp. ..... CRestview 6-8729
Bride & Groom ..... DRexel 4391
Broadcast Record, Inc. ..... HIllside 1511
Howard C. Brown ..... HOllywood 6045
Smiley Burnette Rancho Records ..... SUnset 1-1437
Cardinal Co., Inc. ..... HEmpstead 1177
Capitol Transcriptions ..... HOllywood 8171
Carter-Wright Radio Television Prods. HOllywood 3636
Edmund Cashman ..... GRanite 8332
Centaur Prods. ..... WAlnut 3163
Leslie Clucas ..... HOllywood 5111
Cole-White Radio Prod. ..... HIllside 9211
Columbia Records, Inc. ..... BRadshaw 2-5411
Command Radio Productions, Inc. ..... GRanite 7450
Commodore Productions ..... HOllywood 8229
Consolidated Broadcasting Co. ..... WAlnut 5322
Continental Recordings ..... GLadstone 4088
Continental Radio & Television Prods. HEmpstead 8171
Frank Cooper ..... GRanite 5481
Louis G. Cowan, Inc. ..... HIllside 3139
Bing Crosby Enterprises ..... CRestview 1-1171
Del Crosby ..... HOllywood 8691
Crystal Recordings ..... CApitol 9883
Coleman-Maxwell ..... HOllywood 4464
Ed East ..... YOrke 7617
Eccles Recordings, Inc. ..... HIllside 8351
Bruce Eells & Associates ..... HOllywood 5869
Electro-Vox Recording Studios ..... GLadstone 2189
F. W. Ferrin Co. ..... HOllywood 3628
Finley Transcriptions ..... BRadshaw 2-2711
Lou Fulton ..... HOllywood 3755
Fulton Enterprises ..... GRanite 2244
Ed Gardner ..... CRestview 5-1594
Grace Gibson's Radio Prods. ..... GRanite 5543
William Gernannt Associates ..... HIllside 8368
Glendale's Radio City ..... CHapman 5-3283
Mitchell Gertz ..... CRestview 1-5136
Globe 16 MM Pictures ..... GRanite 7573
Jeanne Gray Radio Prods. ..... GRanite 2764
John W. Greene ..... NOrmandie 7531
John Guedel Radio Prods. ..... HEmpstead 5186
Francis E. Healy ..... GRanite 5368
John Hestand ..... GRanite 5368
Hollywood Broadcasters Co., Inc. ..... GRanite 3784
Hollywood Music Recording Studios .. HEmpstead 5407
Paul Holmes Recording Studios ..... Prospect 1540
Hollywood Radio Prods. ..... GRanite 3588
Bob Hope Enterprises ..... HOllywood 4931
International Recording Studios ..... HOllywood 6344
Kennett Prods. ..... GLadstone 5847
Sam Kerner Prods. ..... CHarleston 0-2111
K C M Radio Prods. ..... GLadstone 6466
Keystone Broadcasting System ..... HOllywood 5338
K and M Recorders ..... HEmpstead 8775
Arthur Kurlan ..... YOrke 7101
Lawrence & Lee ..... GLadstone 5242
Lawston Prods. ..... HIllside 7720
E. Lindom Recording Studios ..... GRanite 7634
Lindom & Romaine Recording
Studios ..... AXminster 2-8812
Los Angeles Portable Recording
Studios ..... BRadshaw 2-4441
C. P. MacGregor ..... Fitzroy 4191
Smilin' Ed McConnell ..... HOllywood 3070
Arnold Marquis ..... HOllywood 8681
Master-Reddy-Nelson ..... DRexel 4391
Ted Maxwell Prods. ..... HOllywood 4464
Mayfair Transcriptions ..... CRestview 1-8151
Thos. Moody & Associates ..... FAirfax 1127
Les Mitchel ..... SUnland 2261
Raymond R. Morgan ..... HEmpstead 4194
Monogram Radio Prods. ..... GRanite 2248
Morris & Cain ..... HUdson 2-2358
National Broadcasting Co., Inc. ..... HOllywood 6161
Tom North Prods. ..... GLadstone 1420
Peerless Film & Radio Prods. ..... HOllywood 7127
Professional Recording Studios ..... HOllywood 7037
Radio Corp. of America-RCA
Victor Division ..... HIllside 5171
Radio Enterprises, Inc. ..... GLadstone 6456
Radio Producers of Hollywood ..... HOllywood 8313
Radio Recorders ..... HOllywood 3917
Radio Transcription Co.
of America, Ltd. ..... HOllywood 8318
Radiotele Prods., Inc. ..... GRanite 5384
Rem Prods. ..... TRinity 4691
Rockett Pictures, Inc. ..... GRanite 7131
Jack Rourke Prods. ..... GRanite 7131
Del Sharbutt ..... HIllside 4305
James L. Saphier ..... CRestview 1-7231
Selected Features Sentinel
Productions ..... HOllywood 7381
Six Thousand Sunset Radio Center ... HEmpstead 6811
Show Productions, Inc. ..... HEmpstead 8166
Standard Radio Transcriptions ..... WEbster 9181
Allen Stapp ..... HOllywood 3636
Studio & Artists Recorders ..... HIllside 8241
Sweum Studios ..... PArkway 9363
Telecomics, Inc. ..... GLadstone 2591
Telefilms, Inc. ..... HOllywood 7205
Television Programs Corporation of
Hollywood ..... HIllside 4369
Television Relay, Inc. ..... WAlnut 2997
Teleways Radio Productions ..... CRestview 6-7238
Tellamerica ..... GRanite 6652
Thomas Co. ..... HIllside 6564

## Radio-TV Phone Numbers in LOS ANGELES

Transcription Sales, Inc. ..... HOllywood 5600
Truth or Consequences ..... HOllywood 2901
Twentieth Century Records, Inc. ..... GRanite 1567
United Radio & Radio Television Prods. .. HIllside 7651
Universal Recorders ..... HOllywood 8282
Vallee-Video ..... HIllside 6118
Glenn Wallichs Music Center ..... HOllywood 8211
Mark Warnow ..... HIllside 2153
Wells Recordings ..... NOrmandie 9129
Carl Webster & Co. ..... HIllside 2151
Walter White, Jr. ..... HOllywood 8229
Lyle E. Willey ..... HI lside 5729
Hal Wilson Radio Prods. ..... HIllside 1714
World Broadcasting System, Inc. ... HEmpstead 5141
Carter Wright Radio and Television Prods. ..... HOllywood 3636
Frederick W. Ziv Co. ..... HEmpstead 3248

## Radio Artists Agencies

Larry Allen ..... HEmpstead 0421
American Federation of Radio Artists ... HIllside 5125
Berg-Allenberg ..... CRestview 6-3131
Stanley Bergerman ..... CRestview 6-3195
Herman Bernie ..... CRestview 5-6685
Phil B'oom ..... CRestview 4-6064
Ralph Blum ..... CRestview 4-5411
Century Artists ..... HUdson 2-1283
Cinema Authors & Artists Agcy. ... CRestview 6-6241
Columbia Artists Management ..... HEmpstead 5316
Hallam Cooley Agcy. ..... CRestview 5-6161
Jack Creamer ..... GLadstone 9683
Everett N. Crosby ..... CRestview 1-1171
Ken Dolan & Co. ..... HOllywood 3558
Famous Artists ..... CRestview 1-5222
Features Agcy. ..... CRestview 6-5096
Frederick Bros. ..... CRestview 1-6244
General Artists ..... CRestview 1-8101
Mitchell Gertz ..... CRestview 4-5491
Bruce Gear ..... CRestview 5-1660
Goldstone Agcy. ..... CRestview 6-1071
Mitchell J. Hamilburg ..... CRestview 5-4171
Donald Hyde ..... CRestview 4-5261
Lou Irwin ..... CRestview 1-7131
Sam Jaffe ..... CRestview 6-6121
Irving Paul Lazar ..... CRestview 5-6153
Levee-Short ..... CRestview 5-0626
Levee-Stark ..... CRestview 1-5781
Lester Linsk ..... CRestview 5-4396
A. & S. Lyons ..... CRestview 1-6131
Reg. D. Marshall ..... HOllywood 8238
MCA Artists, Ltd. ..... CRestview 6-2001
Ethel Minter ..... CRestview 5-2776
Monter-Gray ..... CRestview 1-1191
William Morris ..... CRestview 1-6161
Polan and Rosenberg ..... CRestview 1-8121
Radio Registry ..... HIllside 8321
Radio Artists Corp. ..... CRestview 5-4308
Art Rush ..... HIllside 5161
The Salkow Agcy. ..... CRestview 1-9134
James L. Saphier ..... CRestview 1-7231
Schwarz Agency ..... CRestview 4-6301
Louis Shurr ..... CRestview 1-1116
Edward Sherman ..... CRestview 5-0186
Stempel-Olenick ..... CRestview 1-7141
A. George Volck ..... CRestview 6-3121
D. M. Winkler ..... CRestview 1-7244
Chas. Wendling ..... CRestview 6-2348

## Publications

Broadcasting ..... GLadstone 7353
Hollywood Reporter ..... HIllside 7411
RADIO DAILY ..... GLadstone 8436
Radio Life ..... HIl'side 9275
Radio News ..... TUcker 9213
Variety ..... HOllywood 1141
Radio Artists Directory ..... HIllside 0101

## Radio-TV, Govt. Phone Numbers in WASHINGTON, D. C.

## Federal Departments and Agencies

American National Red Cross ..... REpublic 8300
Archives, National ..... DIstrict 0520
Capitol U. S. (Senate, House of Reps.) . NAtional 3120
Censors, Bureau of the ..... TRinidad 3000
Commerce, Department of ..... STerling 9200
Copyright Office—Library of Congress .. NAtional 2722
Court of Customs & Patent Appeals .... NAtional 4696
Executive Mansion ..... NAtional 1414
FEDERAL COMMUNICATIONS COMMISSION ..... EXecutive 3620
Federal Trade Commission ..... Executive 6800
Government Printing Office ..... DIstrict 6840
Interior, Department of the ..... REpub ic 1820
Justice, Department of ..... REpublic 8200
Labor, Department of ..... EXecutive 2420
National Labor Relations Board ..... STerling 7373
National Military Establishments
Air Force, Department of The ..... REpublic 6700
Army, Department of The ..... REpublic 6700
Navy, Department of The ..... REpublic 7400
National Research Council ..... EXecutive 8100
Patent Office ..... STerling 1200
Post Office Department ..... DIstrict 5360
Radio Correspondents' Galleries—Capitol (Senate & House of Reps.) ..... NAtional 3120
Radio Script & Transcription Exchange ..... REpublic 1820, Ext. 2225
State, Department of ..... REpublic 5600
Supreme Court of The U. S. ..... EXecutive 1640
White House ..... NAtional 1414
Blair House ..... REpublic 1681

## Non-Governmental

Clear Channel Broadcasting Service .... EXecutive 0255
Frequency Modulation Ass'n ..... HUdson 7170
National Association of Broadcasters .... DEcatur 9300
National Press Club ..... REpublic 2500
RADIO DAILY ..... WIsconsin 3271
HObart 7627
NAtional 2292
Radio Manufacturers' Association ..... NAtional 4901

## AM Radio Stations

WAMC ..... EMerson 9445
WARL ..... OWens 7800
WBCC ..... OLiver 2800
WEAM ..... OWens 7100
WGAY ..... SHepherd 1050
WHMB ..... SHepherd 8905
WINX ..... REpublic 8000
WMAL ..... NAtional 5400
WOL ..... MEtropolitan 0010
WOOK ..... STerling 7265
WQQW ..... COlumbia 6331
WRC ..... REpublic 4000
WTOP ..... MEtropolitan 3200
WWDC ..... NAtional 7203

## FM Radio Stations

WASH-FM ..... DIstrict 1356
WCFM ..... REpublic 8688
WRC-FM ..... REpublic 4000
WWDC-FM ..... NAtional 7203

## Television Stations

WMAL-TV ..... NAtional 5400
WNBW ..... REpublic 4000
WOIC ..... STerling 0600
WTTG ..... STerling 5300

## News Services

Associated Press ..... DIstrict 1500
International News Service ..... NAtional 1733
Transradio Press ..... NAtional 1178
United Press ..... EXecutive 8430

# long term gains

# or

# short term gains

## *HOW TO MEASURE A NETWORK*

As radio has grown, so have the techniques of measuring a network's advertising efficiency...

And with each refinement of survey technique, NBC's No. 1 position in radio becomes *more* impressive:

***More total audience***—a weekly total of 3,700,000 more radio families in the evening than any other network, 2,900,000 more in the daytime. [BMB—ADJUSTED TO DATE]

***More average audience***—On a *national* basis, the average sponsored evening program on NBC attracts a 44% larger audience than on any other network. In the daytime, NBC's audience advantage is 22%. [U.S. HOOPERATINGS]

***More popular programs***—In spite of numerous program shifts throughout the years, NBC continues to have the largest number of the most popular programs on the air. The present score—15 of the first 25. [PROGRAM HOOPERATINGS—DECEMBER 15-21]

***More advertising dollars***—Advertisers in 1948 spent over seven million dollars more for facilities on NBC than on any other network. [BASED ON PIB]

***More advertising efficiency***—Using both time and talent costs, NBC delivers 11% more homes per dollar than any other network in the daytime and 10% more in the evening. [U.S. HOOPERATINGS]

*Such are the proportions of...*

## ***NBC...America's No.1 Network***

THE NATIONAL BROADCASTING COMPANY—*a service of Radio Corporation of America*

# BENRUS SALUTES

the more than 150 radio stations coast to coast which broadcast Benrus time signals and announcements to approximately 28,000,000 radio homes daily. Also the many TV stations televising Benrus sight-sound spots to select audiences in key metropolitan areas.

# BENRUS

*official watch of famous airlines**

*Reg. U. S. Pat. Off.

# S.B.A. ACTIVITIES GROWING

By JIMMY DOLAN, *Exec. Secty., Sports Broadcasters Assn.*

*Jimmy Dolan*

THE sports broadcasters Association enters the tenth year of its existence with high hopes of continued success. Since its inception, the Sports Broadcasters Association has made steady progress in furthering the ideals on which the organization was founded. It has received from the sports world increasing recognition as the voice of the sports announcers throughout the country.

The Sports Broadcasters Association has worked constantly with the colleges all over the nation in an effort to improve conditions for football announcers. On request we have submitted, to various colleges, plans for the ideal broadcasting booth. These plans were drawn up as a result of our annual award to the college with the best broadcasting facilities. This award has been won in the past by Notre Dame, Princeton, Michigan, and Georgia Tech. In addition, we have outlined, to college publicity men, the type of material needed by play-by-play announcers, as well as the story material required by the men who do daily summaries.

•

As a result of the close cooperation between the colleges, the sports promoters and the Sports Broadcasters Association, sports announcers are now recognized by the authorities as an important part of the sports picture. In accordance with this trend, it is interesting to note that the three baseball clubs in the New York area have set aside facilities for the exclusive use of Sports Broadcasters Association members at their ball parks. Our Sports Broadcasters Association card is the only identification needed for admission to the park and the box. In a like manner, the five New York race tracks honor our card, and so do the three New Jersey tracks.

These privileges we have secured were not easily won. They came after a long, hard fight by the officers and members of the Sports Broadcasters Association. The New York Yankees were the first to make facilities available to our members, and the Brooklyn Dodgers followed the lead set by the Yankees soon after. Last year the New York Giants capitulated, and our baseball victory was complete. We have also worked closely with the baseball owners on release dates, so that our members with nightly shows get the same break as the morning and afternoon papers. The campaign is still going on in all sports to assure the Sports Broadcasters Association members the same privileges as are accorded all working press.

The Constitution of the Sports Broadcasters Association contains a code of ethics. If any member of the Sports Broadcasters Association feels that his work or his opportunity to work, is jeopardized by a fellow member, he has the privilege of bringing his case before the executive committee.

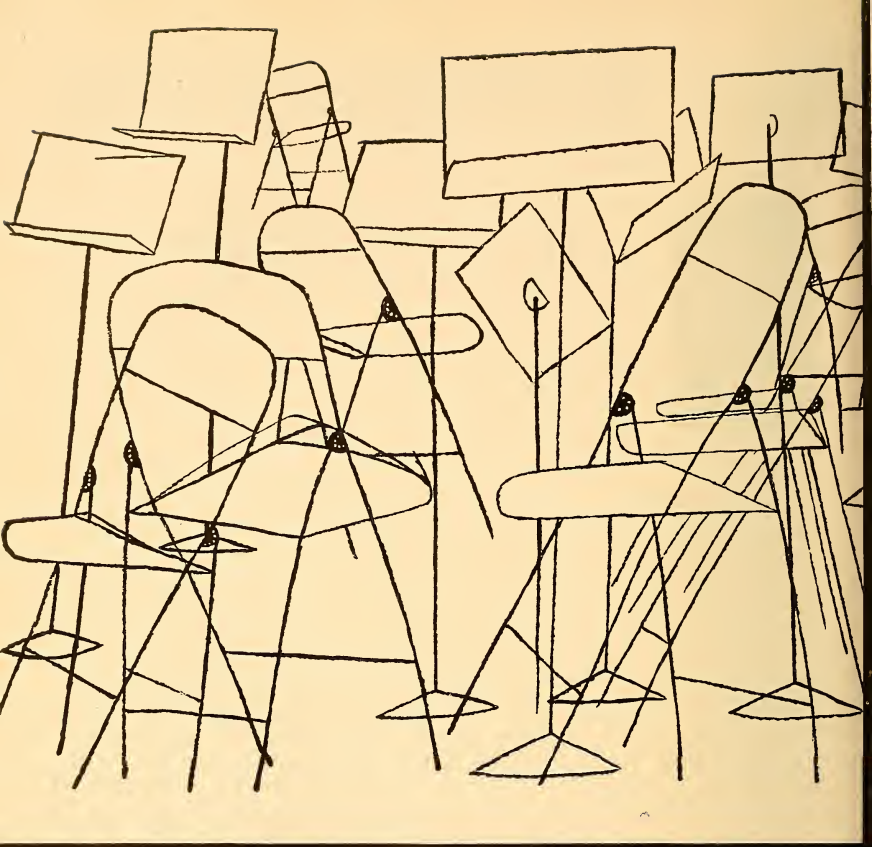
•

The second annual dinner of the Sports Broadcasters Association was held on February 21 at Rupperts, and was a huge success. Seated on the Dais were the leading figures from the world of sports. Among the guests out front were the agency and network executives who, with the sports personalities present, came to honor Joe DiMaggio of the Yankees. Joe had been voted the Graham McNamee Memorial Award, which is given each year to the man who, in the opinion of the Sports Broadcasters Association, has contributed the most to sports. The presentation was made by Phil Carlin, who was Graham McNamee's partner in the old days.

Quent Reynolds, famous author and correspondent, was the toastmaster, and did a magnificent job. Among the speakers were Jim Farley, Fred Linder, General Kilpatrick, Herbert Bayard Swope, Ford Frick, Bill Bingham, Frank Howard and Casey Stengel. According to all present, the speaking program was the best of its kind ever put on. The speakers were brief, and yet, in the short time alloted to them, managed to make their talks humorous.

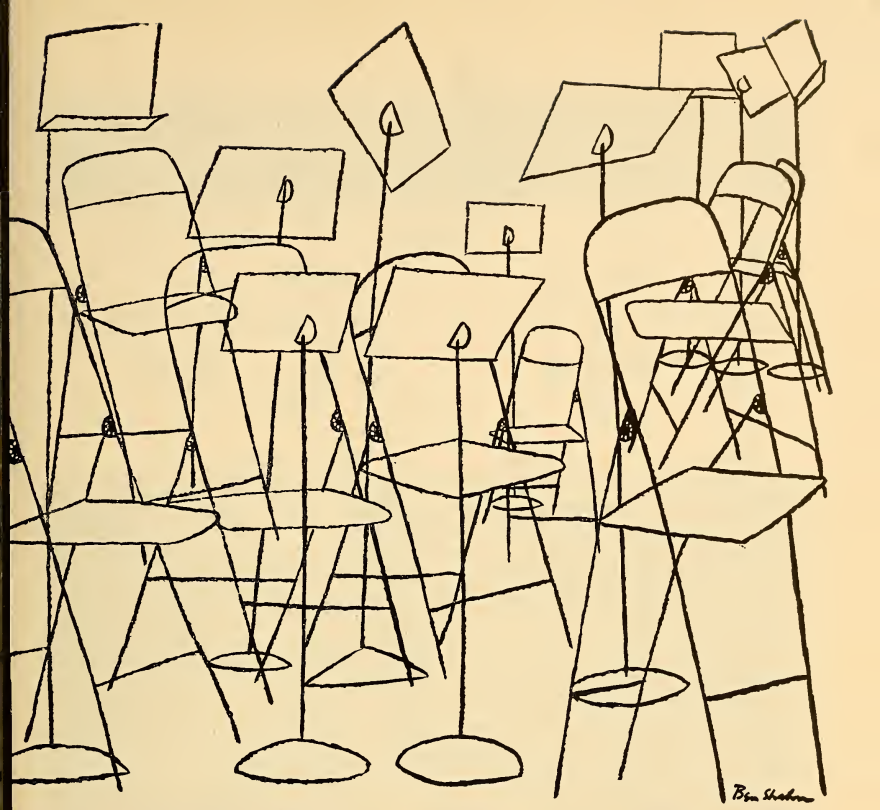
•

The Sports Broadcasters Association still adheres to its schedule and functions as a weekly luncheon group. Figures from the world of sports, including coaches, athletic directors, and others who can help the announcers learn more about their profession, are regular guests at these luncheons.



## The empty studio...

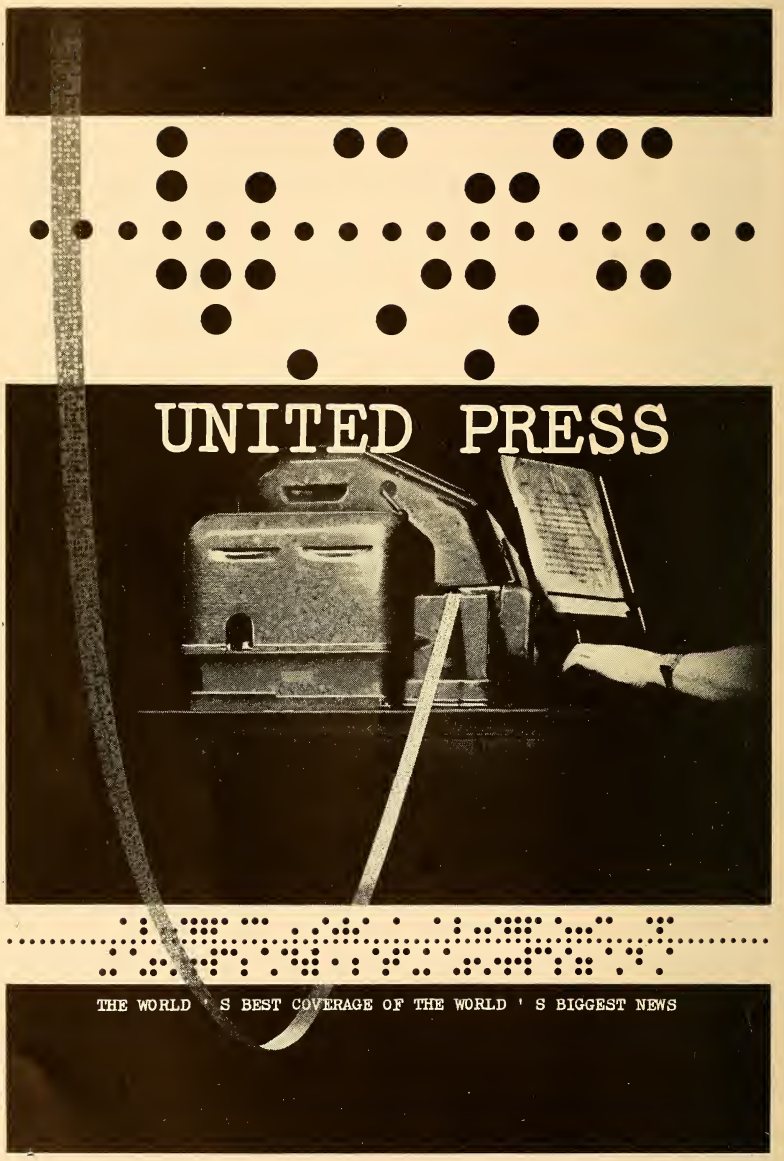
No voice is heard now. The music is still.
The studio audience has gone home.
But the *work* of the broadcast has just begun.
All through the week . . . *between* broadcasts . . .
people are buying the things everywhere
this program has asked them to buy.
Week after week.



From the beginning the country's shrewdest
advertisers have chosen network radio
to maintain this *weekly* contact with their customers.
And in all radio, no voice speaks today with
more eloquent authority or economy than
that of CBS—first choice among all networks
of America's largest advertisers.

CBS

**COLUMBIA BROADCASTING SYSTEM**


UNITED PRESS
THE WORLD ' S BEST COVERAGE OF THE WORLD ' S BIGGEST NEWS

# NEWS SERVICES



## *Associated Press*

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

Executive Director and General Manager.....Kent Cooper
Asst. General Manager for Radio.....Oliver Gramling
Assistant Secretary.....Charles Honce
Radio News Editor.....Tom O'Neil

## *International News Service*

New York—235 East 45th Street.....MUrray Hill 7-8800

Executives

General Manager.....Seymour Berkson
Editor-In-Chief .....Barry Faris
Business Manager.....William B. Goode
Sales Manager.....Basil A. Caparell

## *Press Association, Inc. (Associated Press)*

New York—50 Rockefeller Plaza.....PLaza 7-1111

Executives

President.....Kent Cooper
V.P. and Assistant General Manager.....Oliver Gramling
Radio News Director.....Tom O'Neil

## *Reuters*

New York—Times Bldg., 229 West 43rd Street.....BRyant 9-8558

Executives

Manager.....D. Kimpton Rogers
News Editor.....Geoffrey Tebbutt
Accountant .....M. Hathaway
Chief Washington Correspondent.....Paul Scott Rankine
Senior Editor—Washington.....William Hardcastle

## *Transradio Press Service, Inc.*

New York—521 Fifth Avenue.....MUrray Hill 2-4053-4

Executives

Chairman of the Board.....Herbert Moore
President .....Dixon Stewart
V.P. and General News Manager.....Rex R. Goad
V.P. and Sales Manager.....Robert E. Lee Moore

## *United Press Associations*

New York—220 East 42nd Street.....MUrray Hill 2-0400

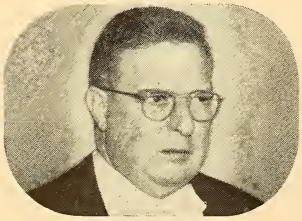
Executives

President .....Hugh Baillie
Vice-President & General Business Manager.....Jack Bisco
V.P. and General News Manager.....Earl J. Johnson
Radio News Manager.....Phil Newsom
General Sales Manager.....Leroy Keller
Radio Sales Manager.....Alfred F. Harrison

# 1949... ABC's *year in television*

**ABC's television story** goes back a long, long way. In the days of experimental television, ABC put on more commercial programs—in more places—for more clients—than *any* network. Since then, ABC has constantly made big news in television. The network's smash-hit premières in New York, Chicago, Detroit and other cities made television history in 1948. And so, for example, did its exciting Election Night coverage . . . its sensational "first" in telecasting Opening Night at the "Met." Even bigger things are ahead for '49, with ABC's mammoth Television Centers in New York and Hollywood in full swing. If you are an advertiser, you owe it to yourself to take a good look at the progress . . . the plans . . . the people . . . the potential . . . of ABC-TV.

**George Jessel** (above), Connee Boswell, Paul Draper, and other headliners thrilled ABC televiewers recently in a gala two-hour holiday show on ABC Television!

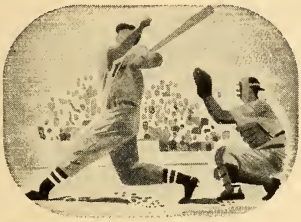


**The Metropolitan Opera's** opening night performance of "Otello" was seen by over 2,000,000 people on ABC-TV. Above: Milton Cross, ABC's famed "Mr. Opera."

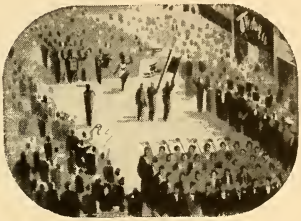
**Ray Bolger, Ella Logan and Bea Lillie** starred in the sensational, smash-hit première of ABC's New York station (WJZ-TV) last fall. James Barton, Henry Morgan and many other great stars appeared.

**Ginny Simms,** Jerry Colonna, Victor Borge, Lou Holtz and a whole galaxy of top-notch entertainers were on hand when WENR-TV went on the air in Chicago.

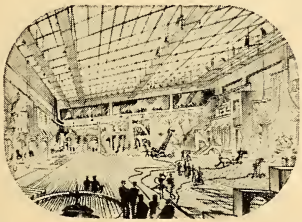
**Paul Whiteman** has appeared recently on ABC Television. Also Jessica Tandy, Marc Connelly, Georgie Price, Frances Langford, Don McNeill, Paul and Grace Hartman.



**Baseball,** boxing, football . . . many of the biggest sports events are telecast on ABC. And you have *better* than front-row seats, right in your own living-room!



**Special events** like the Presidential Inauguration happen right before your eyes—on ABC Television. ABC cameras catch important television events as they happen.



ABC's gigantic new million-dollar Television Center in New York is an entire city block long. It is the largest, most modern in the world . . . built especially for television.

In Hollywood, ABC will soon begin telecasting from the network's new site: the famous 20-acre Vitagraph movie lot, which has the largest sound stage in Hollywood.

# ABC TELEVISION

*The Living Image of America*

American Broadcasting Company

# Compliments of a

# Friend*

*As of January 1, 1949
520 Stations (510 in service)
32,482,000 Radio Homes (Grade I Daytime "Listenability")

# Non-Commercial AM Stations of the U. S.

*As Listed By The Federal Communications Commission, Jan. 1, 1949*

| *Location* | *Call Letter* | *Licensee* | *Freq. (Kc.)* | *Power (Watts)* |
|---|---|---|---|---|
| | | **CALIFORNIA** | | |
| Los Angeles | KFSG | Echo Park Evangelistic Assn. | 1150 | 2500 watts d |
| Pasadena | KPPC | Pasadena Presbyterian Church | 1240 | 100 watts |
| | | **COLORADO** | | |
| Denver | KPOF | Pillar of Fire | 910 | 5000 watts d |
| | | **ILLINOIS** | | |
| Chicago | WMBI | The Moody Bible Inst. | 1100 | 5000 watts |
| Urbana | WILL | University of Illinois | 580 | 5000 watts d |
| | | **IOWA** | | |
| Ames | WOI | Iowa State College | 640 | 5000 watts d |
| Boone | KFGQ | Boone Biblical College | 1260 | 250 watts d |
| Decorah | KWLC | Luther College | 1240 | 250 watts |
| Iowa City | WSUI | The State U. of Iowa | 910 | 5000 watts |
| | | **KANSAS** | | |
| Lawrence | KFKU | University of Kansas | 1250 | 5000 watts |
| Manhattan | KSAC | Kansas State College | 580 | 5000 watts d |
| | | **MICHIGAN** | | |
| East Lansing | WKAR | Michigan State College | 870 | 5000 watts d |
| Lapeer | WMPC | The Liberty St. Gospel Church | 1230 | 250 watts |
| | | **MINNESOTA** | | |
| Minneapolis-St. Paul | KTIS | Nwstrn. Theo. Sem. | 900 | 1000 watts d |
| Minneapolis-St. Paul | KUOM | University of Minn. | 770 | 5000 watts d |
| Northfield | WCAL | St. Olaf College | 770 | 5000 watts d |
| | | **MISSOURI** | | |
| Clayton-St. Louis | KFUO | Evangelical Lutheran Synod | 850 | 5000 watts |
| | | **NEW JERSEY** | | |
| Zaraphath | WAWZ | Pillar of Fire | 1380 | 500 watts d |
| | | **NEW YORK** | | |
| Brooklyn | WBBR | Watch Tower Soc. | 1330 | 5000 watts |
| New York | WNYC | City of N. Y. | 830 | 1000 watts |
| | | **NORTH DAKOTA** | | |
| Grand Forks | KFJM | U. of North Dakota | 1440 | 1000 watts d |
| | | **OHIO** | | |
| Columbus | WOSU | The Ohio State U. | 820 | 5000 watts |
| | | **OKLAHOMA** | | |
| Norman | WNAD | U. of Oklahoma | 640 | 1000 watts d |
| | | **OREGON** | | |
| Corvallis | KOAC | Oregon State Agric. College | 550 | 5000 watts |
| Portland | KBPS | Benson Polytechnic School | 1450 | 100 watts |
| | | **PENNSYLVANIA** | | |
| Grove City | WSAJ | Grove City College | 1340 | 100 watts |
| | | **SOUTH DAKOTA** | | |
| Rapid City | WCAT | S. Dak. Sch. of Mines & Tech. | 1230 | 100 watts d |
| Vermillion | KUSD | University of South Dakota | 920 | 500 watts |
| | | **WASHINGTON** | | |
| Pullman | KWSC | State College of Wash. | 1250 | 5000 watts |
| | | **WISCONSIN** | | |
| Madison | WHA | University of Wisconsin | 970 | 5000 watts d |
| Stevens Point | WLBL | State of Wisc., Dept. of Agric. | 930 | 5000 watts d |

# In a Lather every Week

**AND WE APPRECIATE IT**

Of course . . . we appreciate the hard work of *all* the people who work on these shows with us, as well as the work of the principals themselves. The same goes for the folks on the regional programs we handle, and our spot accounts, too. Thanks to each and every one of you!

*The Staff of*

**BATTEN, BARTON, DURSTINE & OSBORN, Inc.**

NEW YORK • BOSTON • BUFFALO • CHICAGO • CLEVELAND • PITTSBURGH
MINNEAPOLIS • SAN FRANCISCO • HOLLYWOOD • LOS ANGELES • DETROIT

# BUSINESS

*Agency and Sponsor Network Billings*

•

*Research Firms*

•

*Advertising Agencies*

•

*Radio-TV Station Representatives*

# Good place to hang your hat for tops in television: Kudner Agency, Inc.

NEW YORK ★ DETROIT ★ WASHINGTON

LOS ANGELES ★ SAN FRANCISCO

# Network Billings

## AGENCY AND SPONSOR

### American Broadcasting Co. 1948 Agency Gross Billings

| | |
|---|---|
| Dancer-Fitzgerald-Sample, Inc. | $ 5,361,292 |
| J. Walter Thompson Company | 3,891,292 |
| McCann-Erickson, Inc. | 3,139,435 |
| BBD&O | 2,392,445 |
| Compton Advertising, Inc. | 2,225,036 |
| Hutchins Advertising Company, Inc. | 2,128,069 |
| Kenyon & Eckhardt, Inc. | 1,717,630 |
| Foote, Cone & Belding | 1,714,040 |
| Benton & Bowles, Inc. | 1,549,931 |
| Kudner Agency, Inc. | 1,504,820 |
| C. J. LaRoche & Co., Inc. | 1,138,289 |
| Warwick & Legler, Inc. | 1,090,109 |
| William H. Weintraub & Company, Inc. | 1,034,720 |
| Knox Reeves Advertising, Inc. | 1,005,710 |
| Maxon, Incorporated | 980,298 |
| Sherman & Marquette | 834,916 |
| Sullivan, Stauffer, Colwell & Bayles, Inc. | 814,372 |
| Robert W. Orr & Associates, Inc. | 804,832 |
| Doherty, Clifford & Shenfield, Inc. | 770,003 |
| Lawrence C. Gumbinner Advertising Agency, Inc. | 726,525 |
| Lennen & Mitchell, Inc. | 700,500 |
| Geyer, Newell & Ganger, Inc. | 689,199 |
| William Esty Company, Inc. | 673,318 |
| Needham, Louis and Brorby, Inc. | 613,100 |
| Young & Rubicam, Inc. | 426,125 |
| Schwimmer & Scott, Inc. | 421,854 |
| Tatham-Laird, Inc. | 393,767 |
| Weiss and Geller, Inc. | 378,942 |
| Politicals | 365,673 |
| Leo Burnett Company, Inc. | 352,096 |
| Roche, Williams & Cleary, Inc. | 347,214 |
| H. B. Humphrey Company | 309,938 |
| The Joseph Katz Company | 305,462 |
| Andrew Gahagan Associates, Inc. | 294,913 |
| J. M. Mathes, Incorporated | 287,154 |
| Gardner Advertising Co. | 278,338 |
| Cecil & Presbrey, Inc. | 262,269 |
| MacManus, John & Adams, Inc. | 252,619 |
| Weinstein & Company | 238,025 |
| Buchanan & Company, Inc. | 226,362 |
| Honig-Cooper Company | 171,576 |
| William Von Zehle & Company, Inc. | 162,883 |
| The Blow Company, Inc. | 147,839 |
| Chas. Dallas Reach Co., Inc. | 146,656 |
| Henri, Hurst & McDonald, Inc. | 133,798 |
| Zimmer-Keller, Inc. | 125,497 |
| Morris F. Swaney, Inc. | 82,000 |
| Hixson & Jorgensen, Inc. | 81,168 |
| Olean Advertising Company | 79,617 |
| John C. Dowd, Inc. | 71,448 |
| St. Georges & Keyes, Inc. | 69,366 |
| Roy S. Durstine, Inc. | 66,618 |
| Brisacher, Van Norden & Staff, Inc. | 53,192 |
| William Hart Adler, Inc. | 40,273 |
| Swaney, Drake & Bement, Inc. | 33,016 |
| Lockwood-Shackelford Advertising Agency | 32,688 |
| Pacific National Advertising Agency | 29,305 |
| No Agency | 23,842 |
| Ewell & Thurber Associates | 22,380 |
| Arthur Meyerhoff & Company | 20,677 |
| Glasser-Gailey, Incorporated | 17,684 |
| Wiltman & Callahan | 11,176 |
| Russell, Harris & Wood, Inc. | 7,512 |
| The Wesley Associates | 7,248 |
| Huber Hoge & Sons | 7,084 |
| Fitz-Carlson-Cash, Inc. | 6,288 |
| J. D. Tarcher & Co., Inc. | 6,026 |
| Beaumont & Hohman, Inc. | 3,856 |
| Doherty Advertising Co., Inc. | 1,920 |
| Lester L. Wolff, Inc. | 384 |
| TOTAL | $44,303,376 |

### Mutual Broadcasting System 1948 Agency Gross Billings

| | |
|---|---|
| Cecil & Presbrey, Inc. | $ 2,019,850 |
| Ruthrauff & Ryan, Inc. | 1,921,219 |
| Sullivan, Stauffer, Colwell & Bayles | 1,523,587 |
| Wade Advertising Agency | 1,518,538 |
| Gardner Advertising Co. | 1,381,800 |
| Wm. H. Weintraub & Co., Inc. | 1,362,531 |
| Neal D. Ivey Co. | 1,348,756 |
| Kudner Agency, Inc. | 1,279,862 |
| Erwin Wasey & Co. | 1,267,042 |
| Roy S. Durstine, Inc. | 1,165,487 |
| Benton & Bowles, Inc. | 704,871 |
| Grant Advertising Agency | 626,880 |
| Swaney, Drake & Bement, Inc. | 531,811 |
| Aubrey, Moore & Wallace, Inc. | 526,246 |
| Hill Blackett, Inc. | 489,159 |
| J. Walter Thompson Co. | 482,078 |
| Gotham Advertising Co., Inc. | 387,874 |
| Sherman & Marquette | 355,614 |
| Stanley G. Boynton Advertising | 289,401 |
| Maxon, Inc. | 287,671 |
| H. B. Humphrey | 283,286 |
| Western Advertising, Inc. | 278,917 |
| D'Arcy Advertising, Inc. | 247,583 |
| Evans Associates | 208,451 |
| Haehnle Advertising | 203,319 |
| Roche, Williams & Cleary, Inc. | 188,144 |
| Walker & Downing | 181,828 |
| Brown & Bowers | 175,168 |
| C. Wendel Muench & Co. | 171,652 |
| BBD&O | 150,769 |
| Crook Advertising Agency | 117,956 |
| Hutchins Advertising, Inc. | 106,747 |
| Foote, Cone & Belding | 99,410 |
| Warwick & Legler, Inc. | 98,765 |
| R. H. Alber Co. | 69,002 |
| Buchanan Co. | 67,005 |
| Platt-Forbes, Inc. | 64,217 |
| Arthur Meyerhoff & Co. | 60,802 |
| Ewell & Thurber Associates | 59,089 |
| Moss & Arnold Co. | 55,829 |
| Hirshon-Garfield, Inc. | 52,095 |
| Alpha Advertising Agency | 44,787 |
| Geo. H. Hartman Co. | 37,917 |
| Huber, Hoge & Sons | 36,022 |
| Fredrick Clinton Co. | 32,767 |
| Raymond Spector, Inc. | 31,200 |
| Wm. Esty & Co. | 29,686 |
| Bermingham, Castleman & Pierce | 24,710 |
| Weston-Burnett, Inc. | 24,057 |
| Henri, Hurst & McDonald | 17,335 |
| Marks & Neese | 12,944 |
| Furman & Heiner Co., Inc. | 11,397 |

*Since 1898...*

THE
AGENCY
OF
THE
SHOW
WORLD

WILLIAM MORRIS
AGENCY, INC.

NEW YORK • BEVERLY HILLS • CHICAGO • LONDON

| | |
|---|---|
| Campbell-Ewald Co. | 10,252 |
| Grey Advertising Agency | 9,291 |
| Smith, Bull & McCreery | 5,215 |
| Klinger Advertising Corp | 887 |
| Direct | 656 |
| TOTAL | $22,769,464 |

## American Broadcasting Co. 1948 Sponsor Expenditures

| | |
|---|---|
| General Mills, Inc. | $ 4,666,348 |
| The Procter & Gamble Co. | 2,879,348 |
| Philco Corporation | 2,128,069 |
| Swift & Company | 2,112,742 |
| Sterling Drug, Inc. | 2,025,268 |
| The Quaker Oats Co. | 1,973,205 |
| Libby, McNeill & Libby | 1,778,550 |
| Toni, Inc., Div. of Gillette Safety Razor Co. | 1,711,040 |
| Westinghouse Electric Corp. (Lamp Division) | 1,318,029 |
| United States Steel Corporation of Delaware | 1,052,090 |
| Kellogg Company | 1,048,640 |
| The Texas Company | 1,029,210 |
| Gillette Safety Razor Co. | 894,669 |
| Equitable Life Assurance Society of the U. S. | 876,747 |
| The Andrew Jergens Co. | 804,832 |
| Bristol-Myers Company | 770,003 |
| The Norwich Pharmacal Co. | 726,525 |
| P. Lorillard Company | 700,500 |
| Nash-Kelvinator Corporation | 689,199 |
| General Electric Co., Lamp Dept. | 673,398 |
| R. J. Reynolds Tobacco Co. | 673,318 |
| National Biscuit Co. | 668,882 |
| Curtis Publishing Company | 666,657 |
| Seeman Brothers, Inc. | 636,551 |
| Pacific Coast Borax Co. | 615,225 |
| Derby Foods, Inc. | 613,100 |
| The Southern Cotton Oil Co. | 595,940 |
| Nestle's Milk Products, Inc. | 588,941 |
| The Goodyear Tire & Rubber Company, Inc. | 541,500 |
| Pillsbury Mills, Inc. | 515,520 |
| Universal Match Corp. | 421,851 |
| The Frank H. Lee Company | 404,195 |
| Elgin-American Div. of Illinois Watch Case Company | 378,942 |
| Politicals | 365,673 |
| Carter Products, Inc. | 358,284 |
| Noxzema Chemical Co. | 328,002 |
| The Christian Science Publishing Society | 309,938 |
| American Oil Company | 305,162 |
| Association of Amer. Railroads | 298,560 |
| America's Future, Inc. | 294,913 |
| Standard Laboratories, Inc. (Sub. of Wm. R. Warner Co., Inc.) | 292,707 |
| American Express Company | 287,154 |
| United States Army Air Force Recruiting Service | 278,338 |
| Speidel Co. | 262,269 |
| Champion Spark Plug Co. | 252,619 |
| The Drackett Co. | 248,573 |
| United Electrical, Radio & Machine Workers of America | 238,025 |
| Farnsworth Tele & Radio Corp. | 213,362 |
| John Hancock Mutual Life Insurance Co. | 186,618 |
| General Foods Corporation | 177,552 |
| Wine Growers Guild | 171,576 |
| Brotherhood of Rail. Trainmen | 162,883 |
| Eversharp, Inc. | 117,830 |
| L. E. Waterman Co. | 146,656 |
| John Morrell & Co. | 133,798 |
| Arabian-American Oil Company | 133,242 |
| Smith Brothers | 128,086 |
| Fruehauf Trailer Co. | 125,497 |
| Club Aluminum Products Co. | 125,422 |
| Bosco Co. | 94,851 |
| Swerl Products Div. of Allied Chemical & Dye Corp. | 85,629 |
| Kaiser-Frazer Sales Corp. | 82,000 |
| Richfield Oil Corp. | 81,168 |
| Paul F. Beich Company | 79,617 |
| Keichhold Chemicals, Inc. | 73,050 |
| First National Stores, Inc. | 71,448 |
| Benjamin Moore & Co. | 69,366 |
| Whitehall Pharmacal Company | 69,183 |
| Tucker Corporation | 66,618 |
| Revere Camera Co. | 54,507 |
| The Mantle Lamp Co. of America, Inc. | 40,273 |
| California Medical Association | 32,688 |
| Fisher Flouring Mills Co. | 29,305 |
| Stanley Home Products, Inc. | 23,842 |
| General Motors Corporation | 23,096 |
| Wilson Sporting Goods Co. | 22,380 |
| "42" Products, Ltd. | 21,980 |
| Consolidated Royal Chem. Corp. | 20,677 |
| Butler Packing Company | 19,616 |
| Mode O'Day Corp. | 17,684 |
| Clary Multiplier Corp. | 11,596 |
| United Steel Workers | 11,176 |
| McKesson & Robbins, Inc. | 8,118 |
| U. S. Sixth Army Command | 7,512 |
| Beauty Factors, Inc. | 7,248 |
| William H. Wise & Co., Inc. | 7,084 |
| The Shontex Company | 6,288 |
| Fisher Body Div. General Motors Corp. | 4,134 |
| Pacific Greyhound Lines | 3,856 |
| Clear Weave Stores, Inc. | 2,304 |
| TOTAL | $44,303,376 |

## Mutual Broadcasting System 1948 Sponsor Expenditures

| | |
|---|---|
| Ralston Purina Co. | $ 1,407,855 |
| Philip Morris & Co. Ltd. | 1,401,402 |
| Bayuk Cigars, Inc. | 1,346,461 |
| Miles Laboratories, Inc. | 1,301,106 |
| Carter Products, Inc. | 1,195,913 |
| Serutan Co. | 1,165,487 |
| General Motors Corp. | 1,021,330 |
| R. B. Semler, Inc. | 921,173 |
| Kaiser-Frazer Corp. | 889,996 |
| Pharmaco, Inc. | 755,466 |
| Mutual Benefit Health & Accident Association of Omaha | 728,706 |
| Quaker Oats Co. | 706,415 |
| General Foods Sales Co. | 704,871 |
| Ronson Art Metal Works | 648,448 |
| Cudahy Packing Co. | 626,880 |
| Williamson Candy Co. | 526,246 |
| Wander Co. | 489,159 |
| Helbros Watch Co. | 477,938 |
| Johns-Manville Corp. | 425,780 |
| Shotwell Mfg. Co. | 389,084 |
| Lutheran Lamen's League | 387,874 |
| Noxzema Chemical Co. | 327,674 |
| Trimount Clothing Co. | 319,083 |
| Radio Bible Class | 289,401 |
| Gillette Safety Razor Co. | 287,671 |
| Voice of Prophecy | 278,917 |
| U. S. Tobacco Co. | 258,532 |
| Coca Cola Co. | 247,583 |
| National Council of Protestant Episcopal Churches | 231,278 |
| Christian Reformed Church | 208,451 |
| Piedmont Shirt Co. | 207,325 |
| Appalachian Coals, Inc. | 203,349 |
| Revere Camera Co. | 188,144 |
| Mail Pouch Tobacco Co. | 181,828 |
| Musterole Co. | 136,422 |

MCA
LONDON NEW YORK CHICAGO BEVERLY HILLS SAN FRANCISCO
CLEVELAND DALLAS DETROIT BOSTON MINNEAPOLIS

| | |
|---|---|
| Barbasol Co. | 131,111 |
| Young Peoples Church of Air | 123,123 |
| International Milling Co | 117,956 |
| Philco Corp. | 106,747 |
| U. S. Army Recruiting Service | 102,292 |
| Armour & Co | 99,330 |
| Democratic National Committee | 98,765 |
| DL&W Coal Co. | 86,216 |
| Fuller Foundations | 69,002 |
| Teen Timers, Inc | 67,005 |
| Peter Paul, Inc | 64,217 |
| Continental Pharmaceutical Corp. | 60,802 |
| Wilson Sporting Goods Co | 59,089 |
| P. Ballantine & Sons | 56,298 |
| United Electrical Radio Machine Workers of America | 55,829 |
| George A. Hormel Co | 53,905 |
| Volupte, Inc. | 52,095 |
| First Church of Christ Scientist | 52,008 |
| Curtis Publishing Co | 51,717 |
| H. C. Cole Milling Co | 46,821 |
| Republican National Committee | 45,147 |
| E. J. Brach & Sons, Inc | 37,917 |
| Doubleday & Co. | 36,022 |
| Progressive Party | 32,767 |
| Universal Carloading | 31,200 |
| R. J. Reynolds Tobacco Co | 29,686 |
| Conti Products Co. Inc | 24,710 |
| American Bird Products, Inc | 24,057 |
| Perfect Circle Co | 17,335 |
| Mississippi Tabernacle | 12,944 |
| ILGWU | 11,397 |
| U. S. Rubber Co | 10,252 |
| Pilot Radio Corp | 9,291 |
| Shipstad & Johnson | 5,215 |
| Penn. Committee for Stassen | 2,295 |
| C.I.O. Political Action Com. | 887 |
| Grand Lodge of Free & Accepted Masons | 656 |
| Pepsodent Division—Lever Bros. | 80 |
| | $22,769,464 |

## American Broadcasting Co. 1948 Gross Monthly Billings

| MONTH | 1948 |
|---|---|
| January | $ 3,989,001 |
| February | 3,792,256 |
| March | 4,076,207 |
| April | 3,997,640 |
| May | 4,045,384 |
| June | 3,488,474 |
| July | 2,793,180 |
| August | 2,787,805 |
| September | 3,164,857 |
| October | 2,279,369 |
| November | 3,908,034 |
| December | 3,981,169 |
| TOTAL | $41,303,376 |

## Mutual Broadcasting System 1948 Gross Monthly Billings

| MONTH | 1948 |
|---|---|
| January | $ 2,072,002 |
| February | 2,073,260 |
| March | 2,089,090 |
| April | 1,907,971 |
| May | 1,850,634 |
| June | 1,639,517 |
| July | 1,512,661 |
| August | 1,630,683 |
| September | 1,755,922 |
| October | 2,260,063 |
| November | 2,030,250 |
| December | 1,947,398 |
| TOTAL | $22,769,161 |

## American Broadcasting Co. 1948 Industrial Classifications

| | |
|---|---|
| Foods and Food Products | $15,981,823 |
| Drugs and Toilet Goods | 8,323,749 |
| Radios, Refrig., Phono. & Electrical Appliances | 5,022,057 |
| Laundry Soaps and Cleansers | 2,692,813 |
| Lubricants, Petroleum Prods. and Fuel | 1,549,082 |
| Cigars, Cigarettes and Tobacco. | 1,373,818 |
| Publications | 1,351,642 |
| Household Furnishings and Accessories | 1,123,142 |
| Insurance | 1,096,053 |
| Automobiles, Trucks and Accessories | 1,095,464 |
| Steel | 1,052,090 |
| Jewelry and Accessories | 787,867 |
| Transportation and Travel | 589,570 |
| Confectioneries | 501,468 |
| Clothing and Dry Goods | 424,183 |
| News Programs Sponsored by Labor Unions | 400,908 |
| Politicals | 365,673 |
| Miscellaneous | 297,446 |
| Wines | 171,576 |
| Paints | 69,366 |
| Sporting Goods | 22,380 |
| Controversial Issues Programs | 11,176 |
| TOTAL | $44,303,376 |

## Mutual Broadcasting System 1948 Industrial Classifications

| | |
|---|---|
| Drugs & Toilet Goods | $ 6,019,944 |
| Foods & Food Beverages | 3,626,312 |
| Cigars, Cigarettes & Tobacco | 3,217,909 |
| Automobiles & Accessories | 1,938,913 |
| Religious | 1,652,998 |
| Confectionery & Soft Drinks | 1,265,047 |
| Jewelry & Silverware | 1,178,481 |
| Finance & Insurance | 728,706 |
| Laundry & Household Supplies | 626,880 |
| Clothing & Dry Goods | 593,413 |
| Building Materials | 425,780 |
| Miscellaneous | 410,507 |
| Lubricant, Petroleum & Fuel | 289,595 |
| Paints & Hardware | 287,671 |
| Sporting Goods | 247,233 |
| Radio & Phonographs | 116,038 |
| Stationery & Publishers | 87,739 |
| Wines, Beer & Liquor | 56,298 |
| TOTAL | $22,769,464 |

**CBS & NBC 1948 Network Billings Not Available**

# A. & S. LYONS INC.

MANAGERS OF DISTINGUISHED ARTISTS

21

YEARS OF RADIO LEADERSHIP

**NEW YORK**

515 MADISON AVENUE

**BEVERLY HILLS**

356 NO. CAMDEN DRIVE

# THE BUSINESS SIDE OF RADIO

By VAL ADAMS, *Associate Editor,* RADIO DAILY

*Val Adams*

A GOOD horse player with many years of pouring over form sheets and past performances can readily see by the charts that radio's getting tougher all the time. It's impressive to say that radio's gross revenue in 1948 was 6.5 per cent ($24.5 million) greater than the previous year but there's more to the story than that. The 1948 increase was at the most no better, and possibly a little less, than the 1947 rate of increase over 1946. Yet in 1948 roughly 400 more AM stations went on the air and Jan. 1, 1949, there were an additional 260 CP's. This is proof positive that broadcasters are growing faster than money.

According to NAB estimates, overall gross revenue from radio time sales in 1948 was $398,560,000, up 6.5 per cent above the official 1947 income figure released by the FCC. For the second straight year, and the second time in history, income of stations from local retail advertising far outdistanced the gross of the national networks. Local retail business was responsible for $156,646,000, by NAB estimates issued at the end of 1948, while the national networks sacked up $133,461,000. The annual percentage of increase also held fast to the new trend, the stations registering 6.5 per cent while the major networks showed 4.5 per cent.

•

Another outstanding point in the '48 performances was the 10 per cent hike in national spot business. This is even better than the jump in 1947 when national spot increased 9 per cent above 1946. Within the last two years there has been a heavy trend by national advertisers to use more and more spot radio because by this method they call their shots. The extremely heated arguments between the networks and station rep firms during FCC hearings over station representation indicates the importance of this type of operation in the industry.

National spot business in 1948 zoomed over the $100 million mark for the first time. NAB's estimated figure was $100,739,000 and the rate of increase was more than twice as great as that shown by the major networks.

Regional networks (including miscellaneous webs and stations) showed a healthy time sale increase of 10 per cent. Estimated gross was $7,714,000.

The trend of operating costs rising faster than overall gross revenue continued in 1948. Operating expenses rose 10 per cent, from $212.2 million in 1947 to $233.2 million in 1948.

•

Breaking down the major network time sales, NBC reported its gross for the year was 6 per cent better than 1947. The figure was $69,700,000.

CBS grossed $62,200,000 in 1948, reflecting a gain of nearly $2-million over the previous year. Columbia's take home pay dropped nearly a million, however, and the net for the year was officially pegged at $5,041,700. This figure includes the sales of Columbia Records.

ABC's gross time billings hit another all time high in '48 but the increase of three-quarters of a million was considerably less than the $3-million jump shown in 1947. ABC gross time sales in 1948 were $44,303,376. ABC's net income after federal taxes for the year skidded downward to $468,676, a topple from the previous year of more than a million. The network said the decrease was attributable to a rapid expansion in television.

•

MBS registered a gross income of $22,769,464 for the year, a slight gain of $386,753 over 1947. This would indicate that Mutual halted a downward trend it suffered in '47 when the web's gross dropped off three and a half million.

FCC charts show what can be taken as highly significant developments in the commercial FM picture during 1948. At the beginning of the year, there were 1,010 total authorizations and at the end of the year the figure had dropped to 964. Peak figure was 1,035 on June 1. "Total authorizations" includes FM stations licensed to operate, CP's and CG's. During the year a total of 136 FM construction permits and conditional grants were deleted.

For reading out loud!

AP NEWS

Available through membership

# SPOT ADVERTISING TICKS

By ADRIAN J. FLANTER, *Adv. Dir., Benrus Watch Co., Inc.*

*Adrian J. Flanter*

As an advertiser whose business has been built through Spot Broadcasting, the question of how long this dynamic advertising force will continue in this major sales role, can now only be answered by "Time Will Tell," for Television has definitely moved into the picture even though still in its infancy.

The announcement that Benrus Watch Company would spend an additional half-million dollars in Spot Radio and Television for 1949 (making the budget $1,600,000) is a tribute to Spot Broadcasting and I suppose we should now add Spot Telecasting. Recently returning from a month's nation wide trip, certain conclusions were very evident as my Agency man and I called on Radio and Television stations, as well as visited with Retail Jewelers and Department Store people, who have been wide users of Radio and are now experiencing interesting Television reactions over the sales counter.

Put down 1948 as the year that Television has come into its own, for we like other manufacturers have seen television dollars produce sales. True it is that these sales have not been anywhere near comparable to the accomplishments of Radio, whose achievements cover every trade and industry. Yet it has been a sound and healthy beginning that has made us conscious of the tremendous sales potentialities through our ability to demonstrate our merchandise via Television.

•

With Radio and Television, you still have two different fields, so you must remember the same standards of operation cannot be applied. Right now, both mediums enjoy good position. While it is difficult to make a hard and fast rule as to the dividing line, each advertiser must evaluate to his own what that division will be.

And while we are very bullish on Television there is no question in our thinking that Radio is here to stay. You just can't do away with a medium that reaches the City, Town, Village and Hamlet with such success as has been the case of Radio.

While Radio is here to stay, let's recognize the value of Television and appraise it advertisingly-wise, instead of as a franchise and experience for later on, as so many advertisers are doing now.

We, at the Benrus Watch Company, are doing just that—standing pat with all our AM schedules; only changing them where we can improve them and at the same time adding new markets as long as the advertising rates are in line with our sales percentages. As for TV we are buying it where it can stand on its own two feet; it doesn't make sense for us, or for any national advertiser, to cancel AM to take care of TV expenditures.

•

In this new Spot campaign we have added twenty-seven cities to our Radio schedule, while Television is being utilized in six more markets. Altogether this brings our Spot buying to 130 AM Stations and 18 TV operations. This together with our dealer radio set-up in which over 400 jewelers are using our "jingles" and continuity service over 520 stations, probably explains why they refer to Benrus as the Spot Radio-made watch.

While only experience will devise for us the proper formula, we believe that Television offers opportunity to actually "sell" our merchandise in the home. To say that Benrus Endurable Watch is shock-resisting is one thing but to demonstrate it, by showing it falling on the floor, tells a story that provides an impact that will make he sale for the retailer before the consumer reaches his store.

As Television is growing rapidly in metropolitan centers, don't be surprised to see Radio drop its rates, particularly in evening time as TV gradually grabs off the whole family's attention. Right now, I am sorry to report that we find a good many AM stations raising their rates. Little do they realize how foolish their operations are; for today the advertising manager, despite all his alertness and progressiveness, has quite a problem in meeting a budgetary situation in which you can just spend so many dollars.

•

As a veteran on one side of the bridge and a newcomer on the other, it is very evident, as I view the findings of my trip around the country, that you can now spend money *soundly* on both sides of the bridge, particularly if you are using a Spot Broadcasting-Telecasting campaign.

# THE PULSE, Inc.

## GOOD AUDIENCE RESEARCH FOR RADIO AND TELEVISION

### 1. Personal Interview Significance

*Only the listener himself can report what he has heard after he has heard it. No one or thing can do it for him. Chance tuning to the closing moments of one program in order to insure hearing what follows it is not listening unless the listener reports it. Similarly, the chance retention of the first moments of a following program because of the lag in tuning out is not listening unless the listener reports it.*

*The Pulse personal interview-roster technique permits the listener to identify on a roster the programs and stations he has heard during an immediately preceding part of the day. Listening is not defined as 1 minute, or 3 minutes, or 6 minutes. Only the listener himself can decide what is listening and this he does in the Pulse personal interview-roster technique.*

### 2. Natural Uninhibited Listening Behavior

*Audience Measurement should indicate the listening of the listener as he has done it under his own free choosing and direction. No method is authentic which intentionally or otherwise influences or guides the listener's choice. The mechanical truth of set usage is not a true reflection of psychological listening — the listening that is reported by the listener.*

*The Pulse personal interview-roster technique gathers a listener's own record of listening after he has done it and without affording him the advance knowledge that this information is going to be obtained.*

THE PULSE INCORPORATED

ONE TEN FULTON STREET

NEW YORK SEVEN

# Research Organizations

**AUDIENCE RESEARCH, INC.**
444 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1872
Princeton, New Jersey
Phone: Princeton 335
6305 Yucca St., Hollywood, Calif.
Phone: HIllside 8103

**A. S. BENNETT ASSOCIATES, INC.**
93 Park Avenue, New York 16, N. Y.
Phone: MUrray Hill 5-7965

**C. C. CHAPELLE COMPANY**
308 W. Washington St., Chicago 1, Ill.
Phone: Central 8814

**CROSSLEY, INC.**
330 W. 42nd St., New York 18, N. Y.
Phone: BRyant 9-5462
4 Mercer St., Princeton, N. J.
Phone: PRinceton 1616

**EGERT RESEARCH ASSOCIATES, INC.**
595 Madison Ave., New York 22, N. Y.
Phone: ELdorado 5-1294

**ELLIOTT-HAYNES LTD.**
**(Radio Research Division)**
515 Broadview Ave., Toronto 6, Ont., Canada
Phone: GErrard 1144
Sun Life Bldg., Montreal, Que., Canada
Phone: PLateau 6494
441 Seymour St., Vancouver, B. C., Canada
Phone: Marine 8794

**C. E. HOOPER, INC.**
(Executive Office)
10 East 40th St., New York 16, N. Y.
Phone: LExington 2-3000
Dry Hill, Norwalk, Conn.
Phone: NOrwalk 8-0606
230 N. Michigan Ave., Chicago 1, Ill.
Phone: RAndolph 8150
315 Equitable Bldg., 6253 Hollywood Blvd.
Hollywood 28, Calif.
Phone: HOllywood 3553

**INDUSTRIAL SURVEYS CO., INC.**
292 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 3-0690
201 E. No. Water St., Chicago 2, Ill.
Phone: STate 2-7788

**JOHN B. KNIGHT CO.**
6530 Sunset Blvd., Hollywood 28, Calif.

**McKINSEY & COMPANY**
60 East 42nd St., New York 17, N. Y.
Phone: VAnderbilt 6-5280
75 Federal St., Boston 10, Mass.
Phone: Hubbard 9626, 9627
208 South LaSalle St., Chicago 4, Ill.
Phone: RAndolph 6-6980
235 Montgomery St., San Francisco 4, Calif.
Phone: GArfield 1-3638

**A. C. NIELSEN COMPANY**
2101 Howard Street, Chicago 45, Ill.
Phone: Hollycourt 5-4400
500 Fifth Ave., New York 18, N. Y.
Phone: PEnnsylvania 6-2850

**NOBLE & SWARS, INC.**
7 W. 44th St., New York 18, N. Y.
Phone: MUrray Hill 2-7461

**OFFICE OF RESEARCH, INC.**
3470 Broadway, New York 31, N. Y.
Phone: AUdubon 3-2335

**THE PULSE, INC.**
110 Fulton St., New York 7, N. Y.
Phone: REctor 2-6863

**RADIO COPY**
162-25 Depot Road, Flushing, N. Y.
Phone: FLushing 9-7779

**RADIO REPORTS, INC.**
220 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-6658
519 6th St., N. W., Wash., D. C.
Phone: Executive 2689
5050 Joy Road, Detroit, Mich.
Phone: Tyler 7-1290
11152 South Figueroa St., Los Angeles, Calif.
Phone: Plymouth 5-0231

**ELMO ROPER**
30 Rockefeller Plaza, New York 20, N. Y.
Phone: PLaza 7-4900

**N. C. RORABAUGH CO.**
347 Madison Ave., New York 17, N. Y.
Phone: MUrray Hill 6-2193-4

**ROSS FEDERAL RESEARCH CORP.**
2 West 45th St., New York 19, N. Y.
Phone: VAnderbilt 6-0600

**SPOT RADIO SERVICE**
161 East 48th St., New York 17, N. Y.
Phone: LExington 2-5032
Phone: HIllside 4174

# Y&R Eye and ear specialists

## RADIO SHOWS

| | | |
|---|---|---|
| Bristol-Myers Company | *"Duffy's Tavern"* | NBC—Wed. 9:00-9:30 pm NYT |
| The Drackett Company | *"Star Time with Dorothy Kilgallen"* | ABC—Thurs. 10:45-11:00 am NYT |
| General Electric Company | *"G-E House Party"* | ABC—Mon.-Fri. 3:30-4:00 pm NYT |
| General Foods Corporation | *"The Aldrich Family"* | NBC—Thurs. 8:00-8:30 pm NYT |
| " " " | *"The Jack Carson Show"* | CBS—Fri. 8:00-8:30 pm NYT |
| " " " | *"My Favorite Husband"* | CBS—Fri. 8:30-9:00 pm NYT |
| " " " | *"Gangbusters"* | CBS—Sat. 9:00-9:30 pm NYT |
| " " " | *"The Second Mrs. Burton"* | CBS—Mon.-Fri. 2:00-2:15 pm NYT |
| " " " | *"Sheb Wooley and His Calumet Indians* | (Transcribed) |
| " " " | *"Professor Quiz"* | (Transcribed) |
| Gulf Oil Corporation | *"We, the People"* | CBS—Tues. 9:00-9:30 pm NYT |
| International Silver Company | *"The Adventures of Ozzie and Harriet"* | CBS—Sun. 6:30-7:00 pm NYT effective April 3 (NBC—Sun. 6:30-7:00 pm NYT through March 27) |
| Johnson & Johnson | *"It's Your Life"* | WMAQ—Chicago (only) Mon.-Fri. 11:15-11:30 am CST |
| Lever Brothers Company | *"The Bob Hope Show"* | NBC—Tues. 9:00-9:30 pm NYT |
| Thomas J. Lipton, Inc. | *"Arthur Godfrey's Talent Scouts"* | CBS—Mon. 8:30-9:00 pm NYT |
| Metropolitan Life Insurance Company | *"Eric Sevareid and the News"* | CBS—Mon.-Fri. 6:00-6:15 pm NYT |
| " " | *"Dave Vaile—News"* | CBS—Mon.-Fri. 8:15-8:30 am PST |
| Rosefield Packing Company | *"Skippy Hollywood Theatre"* | (Transcribed) |
| Sanforized Division of Cluett, Peabody | *Nancy Dixon series* | (Local shows) |

## TELEVISION SHOWS

| | | |
|---|---|---|
| Bigelow-Sanford Carpet Co., Inc. | *"The Bigelow Show starring Dunninger and Paul Winchell with Jerry Mahoney"* | NBC—Thurs. 9:30-10:00 pm NYT |
| Cluett, Peabody & Co., Inc. | *"The Arrow Show"* | NBC—Thurs. 8:00-8:30 pm NYT |
| General Electric Company | *"Fred Waring Show"* | CBS—Sun. 9:00-10:00 pm NYT effective April 17 |
| General Foods Corporation | *"Author Meets the Critics"* | NBC—Sun. 8:00-8:30 pm NYT |
| " " " | *"The Goldbergs"* | CBS—Mon. 9:00-9:30 pm NYT effective March 28 |
| Gulf Oil Corporation | *"We, the People"* | CBS—Tues. 9:00-9:30 pm NYT |
| " " " | *"The Bob Smith Show"* | NBC—Thurs. 9:00-9:30 pm NYT |
| Thomas J. Lipton, Inc. | *"Arthur Godfrey's Talent Scouts"* | CBS—Mon. 8:30-9:00 pm NYT |
| Packard Motor Car Company | *"The George Scotti Show"* | WWJ—Detroit (only) Thurs. 8:00-8:30 pm EST |

## RADIO SPOT CAMPAIGNS

| | | | |
|---|---|---|---|
| The Borden Company | General Foods Corp. | Life Savers Corporation | The National Sugar Refining Company |
| Centaur-Caldwell Div. of Sterling Drug, Inc. | International Silver Company | Thomas J. Lipton, Inc. | Purity Bakeries |
| Duffy-Mott Company, Inc. | John F. Jelke Company | Metropolitan Life Insurance Company | Rath Packing Company |

## TELEVISION SPOT CAMPAIGNS

| | |
|---|---|
| The Borden Company | The Goodyear Tire & Rubber Company, Inc. |
| Centaur-Caldwell Div. of Sterling Drug, Inc. | Simmons Company |

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## Radio & Television

*Personnel*

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*Addresses*

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*Phone Numbers*

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*Membership*

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*Network Accounts*

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*Local Accounts*

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ABC . . . *Audit Bureau of Circulation*
ABP . . . *Associated Business Papers*
ANPA . . . *American Newspaper Publishers' Association*
APA . . . *Agricultural Publishers' Association*
CAN . . . *Continental Agency Network*
NAAN . . . *National Advertising Agency Network*
NOAB . . . *National Outdoor Advertising Bureau*
OAAA . . . *Outdoor Advertising Association of America, Inc.*
PPA . . . *Periodical Publishers' Association*
SAAA . . . *Southwestern Association of Advt. Agencies*
SNPA . . . *Southern Newspaper Publishers' Association*
TAAN . . . *Transamerica Advertising Agency Network*

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Phone EL 5-5158
ANPA—APA

President.....Bliss Woodward
Vice-President.....Kendrick W. Diller
Radio Dir.....Selwyn Rausch
Account Executive.....G. F. Mettee

*Radio Accounts*—Foot-Saver Shop, Hopkins of Waramug, Park Crescent Hotel, Roger Smith Hotels, Winthrop Hotel.

## AD ASSOCIATES

315 West 9th St., Los Angeles, Calif.
Phone TUcker 5713

Partner, Copy Chief, Radio Dir..Andy Kelly
Partner, Art Dir., Prod. Mgr..Gordon Horney
Media Dir.....Arthur Shipee
Pub. Dir.....Dean Nelson
Research Dir.....L. F. Friedman

## AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
Phone Higate 4-6580

Owner & Radio Director.....Ad Fried
Format Manager.....Leland Morgan
Publicity Director.....Shirley Williams
Program Manager.....Elaine Trigger
Special Programs.....Robert Callan
Radio Producers.....Ad Fried, Fred Chapman, Melba Burley, Shirley Williams, Robert Callan
Television Research Survey & Dir., Ad Fried

*Radio Accounts*—Advance Products Co., Associated Stationers, Inc., W. F. Barton & Son, Darling Shops (Pac. Coast) Bigelow Films, Dr. J. J. Citron Dental Offices, Cochran & Celli Chevrolet Dealers, Commercial Sales Co., Coast Millinery Stores, Cochran & Celli Home Appliance Stores,Coy Hair Curler, Crescent Jewelry Co., Davi Miracle Foam, Dr. DeGloria-Revelli, Opts., Fox West Coast (Oakland only), Guarantee Furniture Co., 30th & San Pablo Warehouse, Bill Wood Motor Co.(Ford) Henry DeLugach Real Estate, Oakland Lodge #324, Moose, Morse Starret Products, Oakland Frame & Axle Co., Panda Room, Rocil Shoe Co., Rhodes & Jamison, Ltd., Swan's Market, Sunset Venetian Blind Co., Sports Unlimited, West Coast Soap Co., Powow, Williams Dairy Co., Jim McCann Radio Center, Radio Station KWBR, Kronke Awning Co., Gould Pacific Co., Crompton Specialties, Royal Art Galleries, Linn Company, Rainbow Hybridizing Gardens Maltby Markets, George H. Holman, Home Supply Company, Office Appliance Co., Rainbow Candies.

## WILLIAM HART ADLER, INC.

720 N. Michigan Ave., Chicago 11, Ill.
Phone Whitehall 5210
ABP—APA

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V.-P., Secy., Art Dir.....Warren Shuster
Prod. Mgr.....Howard Schendorf
Copy Chief, Radio-TV Dir.....Aaron Adler
Media & Research Dir.....Ira N. Bix
Space Buyer.....Barbara Sager
Acct. Execs.....W. H. Adler, Warren Schuster, Aaron Adler, Kenneth Ring.

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Man On the Farm

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Challenge of the Yukon

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ABP

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Secretary.....E. H. Bell
Prod. Mgr.....V. E. Bander Schaaf
Copy Chief.....R. Souder

## ADVERTISERS' BROADCASTING CO.

117 West 46th St., New York 19, N. Y.
Phone PLaza 7-3560

Executive Director.....M. Keilson
Radio Director.....Sholom Rubinstein
Producer.....Jacob F. Keilson
Continuity Chief.....Jacob I. Freedman
Program Planning.....David M. Hausdorff

*Radio Accounts*—Foreign Language Programs: General Foods Corp. (Maxwell House Coffee, Instant Maxwell House, Diamond Crystal Salt, Sanka Coffee, Instant Sanka, Yuban Coffee); Horowitz-Margareten; I. Rokeach & Sons, Inc.; R. B. Davis Co. (Davis Baking Powder, Cocomalt); Colgate-Palmolive-Peet Co. (Colgate Dental Cream); B. T. Babbitt, Inc. (Bab-O); Whitehall Pharmacal Co. (Anacin); The Best Foods, Inc. (Heckers' Cream Farina, H-O Oats, Hellmann's Real Mayonnaise); Ralston-Purina Co. (Ralston, Instant Ralston, Shredded Ralston, Ry-Krisp); Duffy-Mott Co. (Sunsweet Prune Juice, Mott's Apple Juice); The Barbasol Company (Barbasol); Penick & Ford Ltd., Inc. (My-T-Fine Desserts); Dugan Bros. (Dugan Breads); Carter Products, Inc. (Carter's Little Liver Pills); The "Junket" Folks ("Junket" Brand Foods); Florida Citrus Exchange (Florigold Oranges and Grapefruit); Cudahy Packing Co. (Old Dutch Cleanser); The Birkett Mills (Wolff's Buckwheat Products); Pillsbury Flour Mills Co. (Pillsbury Enriched Farina); General Mills, Inc. (Betty Crocker Ginger Cake Mix); Pet Milk Sales Corp. (Pet Milk); Lever Bros. Co. (Spry); Procter & Gamble Co. (Crisco, Dreft); Maltex Co., Inc. (Maltex Cereal); Public National Bank & Trust Co.

## ADVERTISING COUNSELORS

370 Spreckels Bldg., San Diego 1, Calif.
Phone Main 8016-7

Owner.....Buckleigh Oxford
Chief Acc't. Exec.....Mary Alice Haggard
Production Manager.....Esta Burton
Copy Chief.....Winifred Kizer
Layout Man.....Harold B DePute
Finance.....Terese Oxford
Director of Radio-TV.....Buckleigh Oxford
Associate Executive.....Mary Alice Haggard
Time Buyer.....Esta Burton
Script Writer.....Winifred Kizer

*Radio Accounts*—Arcy-Jones Co., Fackler Motor Service, Hammond's Dept. Store, Huff Rug Stretcher, Iowa Farmer, Las Palmas Clinic, Lory Dry Cleaner, Modern Furniture Co., Noonan Furs, McChesney Specialty Works, Pacific Surplus Co., SD & AE Southern Pacific, Uncle Ed.

## ADVERTISING, INC.

Central National Bank Bldg.,
Richmond 19, Va.
Phone 3-2800 & 3-2809
ANPA—SNPA—APA—ABP—NOAB

President.....J. Lynn Miller
Vice-President.....M. T. Miller
Secretary-Copy Chief.....Alicia G. Smithers

*Radio Accounts* — R.F.&P. Railroad, Virginia Electric & Power Co., Virginia Dairy Co., Henry R. Haase.

## ADVERTISING TRADE SERVICE, INC.

303 Fifth Ave., New York 16, N. Y.
Phone MUrray Hill 4-3800

Pres.-Treas.....Ralph B. Halley
Secretary .....Nat Lang
Art Dir.....J. Heinemann
Space Buyer-Acct. Exec.....Robert Morse
Radio Dir.-Time Buyer.....Phil Abrahams
Acct. Execs.....Ralph B. Halley, Nat Lang.

*Branch Office*
350 Lincoln Rd., Miami Beach, Fla.

Manager .....Robert Schwartz

*Radio Accounts*—Altman's Hotel, The Antlers, Arlington Hotel, Blackstone Hotel, Cadillac Hotel, Monticello Hotel, Ruxton Hotel, Tudor Hotel.

## AETNA ADVERTISING AGENCY

1776 Broadway, New York 19, N. Y.
Phone CIrcle 7-7510
ANPA

Partner.....Lawrence S. Morris
Partner.....Julia Morris
Account Executives.....Robert Marcus, Roberta Magnus.

*Radio Accounts*—White Oaks Inn, Havana Madrid, Strand Hotel, Marco Polo, Gilmores Restaurant, Essex House (Carousel), Cafeteria Garden, Du-Ev Product.

## AGENCY SERVICE CORP.

66 E. South Water St., Chicago 1, Ill.
ANPA—APA—ABP—NOAB—PPA

Pres. & Mgr.....A. C. Houser
Vice-President.....A. L. Gale
Space & Time Buyer.....T. M. Kiley
Production Manager.....Walter L. Fay

*Radio Accounts* — Chicago Motor Club, Family Life Insur. Co., Florence Beach Candies, North American Acceptance Corp.

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**Cy Feuer** · Composer-Conductor

**Samuel Leve** · Settings

**Nelson Case** · Announcer

## THE AITKIN-KYNETT CO.

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Phone Rittenhouse 6-7810
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PPA—ABC—BMB

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Partners.....A. K. Aitkin, M. E. Goldman, H. A. Medholdt.
Art Dir.....F. Wade Lane
Production Mgr.....W. B. Turner
Space & Radio Time Buyer.....E. M. Gretz
Acct. Execs.....Thomas J. Smith, Allen C. Smith, Curtin MacAfee.

*Radio Accounts*—Phillips Packing Co., Inc.; Felton-Sibley & Co., Inc.; Old Reading Brewery, Inc.

## R. H. ALBER CO.

439 N. Larchmont Blvd.,
Los Angeles 4, Calif.
Phone HOllywood 8273
ANPA

President & Radio Dir.....R. H. Alber
Space Buyer.....Pauline Hagen

*Radio Accounts*—Old Fashioned Revival Hour; Unity School of Christianity.

## ALLEN & REYNOLDS ADV. AGENCY

833 Insurance Bldg., Omaha 2, Nebr.
Phone Atlantic 4445
AAAA—ANPA—APA—ABP

Partners & Account Executives.....Earl H. Allen, Milton H. Reynolds
Account Executives.....Karl Joens, Robert H. Reynolds, Claude F. Anderson, John E. Enis, Charles Findley, Floyd Mellen.
Radio Department....William Rosborough
Radio Chief.....Milton Stephan
Janet Haggart.

*Radio Accounts* — Omaha Public Power District, Western Iowa Power Company, Graybar Electric Company, Merchants Biscuit Company, P. F. Petersen Baking Company (Peter Pan Bread), Reed Ice Cream Company, Omar Incorporated (Flour, Packaged Mixes), Webber Motors (Automobiles, Trucks and Equipment), Byron Reed Co., Inc. (Farm Management), Tekseed Hybrid Company (Hybrid Corn), U. S. National Bank, Rosen-Novak Auto Company (Used Automobiles).

## ALLEY & RICHARDS, INC.

370 Lexington Ave., New York 17, N. Y.
Phone LExington 2-3020
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APA

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V.P. & Media Director.....H. M. Billerbeck
Treasurer.....H. L. Whittemore
Copy Chief.....Frederick B. Clarke
Radio-TV Director.....Robert I. Garver
Director of Time Buying...H. M. Billerbeck
Timebuyers.....Grace Kipp, Elaine Akst

*Branch Office*

Statler Office Bldg., Boston 16, Mass.
Vice-Presidents.....J. T. Coenen, Paul B. Cavanagh
Radio-TV Dir.....Barbara Keane

*Radio Accounts*—Mich. Chemical Corp., Allen V. Smith, Inc., R. C. Williams & Co., Inc., Glenwood Range Co., Edgar P. Lewis & Sons, Inc.

## ALLIED ADVERTISING AGENCIES

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General Manager.....Bill Welsh
Production Manager.....Stuart Heinemann

*Branch Offices*

725 Hearst Bldg., 3rd & Market Sts.,
San Francisco 3, Cal.
Phone, Douglas 7018
Assistant Manager.....Jack Gregory

353 Henry Bldg.
Seattle 1, Wash.
Phone Elliott 6054
Manager.....George Routh

*Radio Accounts*—Arden Farms Co., J. J. Newberry Co. (Los Angeles), Los Angeles Examiner, West Pico Furniture Co., Grimes-Stassforth, United Appliance, Podolor Motors, Pridham Davis, Thrifty Outlet Co., Gilmore Stadium, Western Caravan, Sparklets Frosted Foods, Franklin's (Seattle), Hamrick Evergreen Theaters.

## ANDERSON, DAVIS & PLATTE, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone PLaza 7-2300
AAAA—PPA—ANPA

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Exec. Vice-Pres.....H. H. Smith
Treasurer.....H. H. Thurlby
Secretary.....Lewis G. Van Akin
Asst. Secy., Media Dir.....Vera Muenzer
Television Director.....Karl Knipe

*Radio Accounts*—Alexander Smith & Sons Carpet Co. (National spot), Alderney Dairies.

*Television Account* — Alexander Smith & Sons Carpet Co.

## CLAUDE ANIOL & ASSOCIATES

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President.....Sam Malcolm Levy
Secy. & Treas.....I. C. Levy
Television Director.....Sam Malcolm Levy

*Radio Accounts*—Hotel Gibson, Ford Dealers of Northern Ky., Ford Dealers of Greater Cincinnati.

## ASSOCIATED BUSINESS COUNSELORS, INC.

Fox Bldg., Detroit 1, Mich.
Phone CA 7878

President.....Franklin A. Johns
Vice-Presidents
Glenn B. Hiller, Lansing Moore
Secretary & Treasurer.....T. R. Johns
Art Director.....B. Thompson
Radio Director.....E. S. Conroy

*Branch Office*
350 Fifth Ave., New York 1, N. Y.
Manager.....Lansing Moore

*Radio Accounts* — Detroit Times, Locks Laboratories.

## ATHERTON & CO.

6000 Sunset Blvd., Hollywood 28, Calif.
Phone Hollywood 7151

Owner.....Andreas Atherton
Art Prod. Media, Radio Dir....Charles Mottl
Space & Time Buyer.....Ann Peal

*Radio Accounts* — Crib Diaper Service, Aladdin Recordings, Service Finance Co.

## ATHERTON & CURRIER, INC.

420 Lexington Ave., New York 17, N. Y.
Phone LExington 2-8795

ABP—ANPA—PPA

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Vice-President .....Lester Stone
Secretary.....W. T. Tieman
Treasurer.....H. P. Francis
Time Buyer.....Wm. T. Tieman
Program Director.....J. P. A. Atherton

*Branch Office*
100 Adelaide St., Toronto, Ont., Canada
Vice-Pres.....K. C. Utley

*Radio Accounts* — Cuticura, Eno, Scott's Emulsion, Phelps Dodge Refining Corp.

## AUBREY, MOORE & WALLACE, INC.

230 N. Michigan Ave., Chicago 1, Ill.
Phone Randolph 0830

ANPA — ABP — PPA — APA — NOAB

President .....James T. Aubrey
Vice-President.....John J. Finlay
Space & Radio Time Buyer & TV Dir.
John H. North

*Radio Accounts*—International Harvester Co., Williamson Candy Co. (Oh Henry), McKenzie Pancake Flour, Dubuque Packing Co.

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West Washington Square, Philadelphia 6, Pa.
Phone Lombard 3-0100

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Vice-Pres. & Dir. of Radio-TV
H. L. McClinton
Vice-Pres.-Mgr. Radio-TV Dept.
James E. Hanna
Radio-TV Plans.....Thomas J. McDermott
Coordinator of Sports..Robert A. Mortensen
Manager Radio Prod.....Joseph R. Stauffer
Talent Buyer.....Marge Kerr
Copy Chief.....Philip A. Young
Publicity.....Wauhillau LaHay, Dorothy Doren.
Time Buyers.....Paul F. Kizenberger, John W. Purves, Charles M. Wilds.
Contracts.....Richard S. Bunbury
Dir. Radio Research.....Gordon C. Braine
Research Asst.....Shirley Stone
Manager TV & Motion Picture Bureau
G. D. Gudebrod
Manager TV Production.Donald N. McClure

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Statler Office Building, Boston 16, Mass.
Manager.....E. Craig Greiner
135 S. LaSalle Street, Chicago 3, Ill.
Manager.....Sterling E. Peacock
4170 Penobscot Building, Detroit 26, Mich.
Manager.....T. J. Henry
612 Taft Building, Hollywood 28, Calif.
Manager.....Charles R. Hogen
235 Montgomery St., San Francisco 4, Calif.
Manager.....Carl Zachrisson
231 Dillingham Building,
Honolulu 16, Hawaii
Manager.....Avery McBee

*Radio Accounts* — The Atlantic Refining Co., The Bell Telephone System, Chesapeake & Potomac Tel. Co., Chrysler Corp., Chrysler Corp., Plymouth Div., Cliquot Club Co., Elec. Cos. Adv. Program, The Hawaiian Pineapple Co., Ltd., Charles F. Hires Co., Illinois Bell Telephone Co., Johnson & Johnson, The Kellogg Co.,Michigan Bell Telephone Co., The Philadelphia National League Baseball Club, Sealtest Inc., Regal Shoe Co., Sheffield Farms Co., Inc., Supplee-Wills-Jones Milk Co., United Air Lines.

*Television Accounts* — American Tobacco Co.(Lucky Strike Cigarettes), The Atlantic Refining Co., Illinois Bell Telephone Co., Sheffield Farms Co., Inc., Suplee-Wills-Jones Milks Co., United Airlines.

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V.P.'s.....R. C. Gano, Thomas J. O'Kane
Secretary.....Katherine Jansen
Treasurer.....R. B. Newell
Account Executives.....J. C. Bachrodt, R. B. Newell, Thomas J. O'Kane.

*Radio Account*—Wm. Frank Co.

## BADGER & BROWNING & HERSEY, INC.

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 7-3720
ABP—ANPA—PPA

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President.....R. W. Hershey
Vice-President.....J. C. Morrow
Treasurer.....F. S. Browning
Radio-TV Time Buyer.....W. D. Edouarde
Radio-TV Director.....Jack Wilcher
Radio Business Mgr.....Gilbert Supple
Radio Time Dept.....M. H. Missing, Shirley Helmich.

*Branch Office*

75 Federal St., Boston 10, Mass.

*Radio Accounts*—American Chicle Co., Wilbur-Suchard Chocolate Co., Inc.

*Television Accounts*—American Chicle Co., Cobbs Co., Scandinavian Coffee Corp., White Tower Management Corp.

## THE BAKER ADV. AGENCY LTD.

522 University Ave., Toronto, Ont. Canada
Phone ADelaide 5315
CAN

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Secretary-Treasurer.....A. N. Nisbet
Merchandising Manager.....G. Sloan
Account Executives.....H. S. Baxter, K. W. Jones, C. S. Wallace.
Space Buyer.....Miss S. Cook
Radio Director.....Jack F. Horler
Assistant Radio Director.....Miss H. Blair
Time Buyer & Secretary.....Miss J. Honour

*Branch Office*

1557 MacKay St., Montreal, Que.
Manager.....Gabriel Langlais

*Radio Accounts*—Canadian Chewing Gum Sales Ltd., Carnation Co., General Foods, Ltd., J. Rene Ouimet Ltd., Murine Co., Inc., Teen-years Products, White Laboratories, Inc.

## BALDWIN, BOWERS & STRACHAN, INC.

374 Delaware Ave., Buffalo 2, N. Y.
Washington 6854
ANPA—PPA—APA—ABP—NOAB

President.....William M. Baldwin
Vice President.....Everett L. Bowers
Treasurer.....Kenneth Strachan
Radio-TV Director.....Everett L. Thompson
Copy Writers & Producers.....Jean Schantz, Joseph Radder.
Traffic.....J. A. MacMurray

*Radio Accounts*—Sears Roebuck Co., Iroquois Beverage Corp., Erie Savings & Loan, S. R. Gerber Sausage Co., Kobler & Miller Furniture, Red and White Stores, Hambleton Terminal Corp., General Ice Cream Corp., International Railway Co., Buffalo Industrial Bank, Crystal Beach Co., Inc., First Federal Savings & Loan Assoc., Ettoh Products, Thomas Products, Joseph Strauss Co., Inc., Dodds Dairy, Kenmore Motors, Colonial Preserves, Prechtel Optical Co., Quality Laundry, Farmer Brown, Inc., Martin Jacobi, The Sample Shop, National Television Co., Villa Pontiac & Pontiac Dealers, Clockwise Permanents, Buffalo Home Insulation Co., Trico Products, Inc., Lincoln-Mercury Dealers, West Side Businessmen's Assn.

*Television Accounts*—Kenmore Motor Co., The Sample Shop, Iroquois Beverage Corp.

## BARLOW ADVERTISING AGENCY, INC.

742 James St., Syracuse 3, N. Y.
Phone 9-6644
AAAA—APA—PPA—ABP

Pres. & Acct. Exec.....E. S Barlow
Vice-Pres. & Acct. Execs.....E. S. Crawford, H. H. Goodhart.
Secretary.....R. J. Sloan
Production Mgr.....Donald Nowak
Media Dir.....F. B. Tompkins
Vice-Pres. & Copy Chief.....J. J. Hines
Art Director.....H. C. Millard

*Radio Accounts*—Lincoln National Bank & Trust Co., Beverly Hills Wine Co.

## BARNES CHASE COMPANY

530 Broadway, San Diego 1, Calif.
Phone Franklin 7771
AAAA—ABC—NOAB—ABP—ANPA—APA

Owner.....N. R. Barnes
Account Executives.....Norman Foster, Mark Moore, Robert Fling.
Radio Director.....Edwina B. Sample

*Branch Office*

1121 South Hill St., Los Angeles 15, Calif.
Manager.....Charles J. Hawkins

*Radio Accounts*—Bay Shore Motors, Walter B. Bowie Pie Co., Frazee's, Greenwood Memorial Park, Johnson Saum Co., Qualitee Dairy Products Co., San Diego Electric Railway, Yellow Cab Co.

Q. Where's RAY MORGAN?
A. *PARIS!*

Q. What's he Doing?
A. *A NEW RADIO SHOW!*

Q. Who's in it?
A. *MAURICE CHEVALIER!*

Q. When does it start?
A. *ASK MUTUAL!*

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**MONTREAL — LONDON — RIO DE JANEIRO**
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## BARRONS ADVERTISING CO., INC.

Pickwick Bldg., Kansas City 6, Mo.
Phone HArrison 6118

ANPA—PPA—APA

President & Treasurer.....Wheeler Godfrey
Vice-President.....Frank H. Little
Secretary .....A. W. Durrin
Account Executives.....Wheeler Godfrey, F. H. Little.

*Radio Accounts*—Seidlitz Paint Co., Midwest Wool Co-op., Sodiphene, Ball Clinic.

## STUART BART & GETSCHAL, INC.

114 East 32nd St., New York 16, N. Y.
Phone LExington 2-2323

ABP—ANPA—PPA—APA

President.....Stuart Bart
V.P. & Radio Dir.....Budd Getschal
Radio Accounts.....Louis G. Cowan, Inc.

## TED BATES & CO.

630 Fifth Ave., New York 20, N. Y.
Phone CIrcle 6-9700

AAAA—ANPA—PPA—
NAOB—ABC—OAAA—FAAG

President-Treasurer.....T. L. Bates
Executive Vice-Pres.....Joseph R. Busk
Vice-Pres.-Secretary.....Thomas J. Carnese
Vice-Presidents.....Walter Everett, Clinton S. Ferris, Thomas F. Harrington, Edward F. Hudson, William H. Kearns, Louis Menna, Clifford N. Parsells, Rosser Reeves, Edgar P. Small.
Radio Producers.....William Harding, Jay Clark, Alan Dingwall, Jr.

*Branch Office*

6432 Selma Ave., Hollywood 28, Calif.
Phone Hollywood 2161-2-3

Vice-Pres. in Charge Radio Prod., Austin Peterson
Producers.....Harry Saz, Frank O'Connor

*Radio Accounts* — Colgate-Palmolive-Peet Co. (Palmolive Shaving Creams, Palmolive Soap, Colgate Dental Cream, Halo Shampoo through Sherman & Marquette), Continental Baking Co. (Wonder Bread & Hostess Cakes), Carter Products, Inc. (Carter's Little Liver Pills, Arrid), Standard Brands.

## BATTEN, BARTON, DURSTINE & OSBORN, INC.

383 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-5800

AAAA—ABP—ANPA—PPA—SNPA
OAAA—NOAB—APA—ABC—BMB

Chmn. of Board.....Bruce Barton
Vice-Chmn. of Board.....Alex F. Osborn
President.....Bernard C. Duffy
Vice Pres. & Treasurer & Chmn. of Exec. Comm.....F. R. Feland
Exec. V.P. in Chg. Western offices John C. Cornelius
Exec. V.P. in Chg. Creative Services Chas. H. Brower
Exec. V.P. in Chg. Account Operations J. D. Danforth
Secretary.....Eugene T. McQuade
V.P. in Chg. Radio.....Arthur Pryor, Jr.
V.-P. in Chg. New Programs & Talent Wickliff W. Crider
V.P. in Chg. Radio (Hollywood). Wayne Tiss
Business Manager.....Carroll P. Newton
V.-P. In Chg. Radio Commercial Copy Robert L. Foreman
In Chg. Radio Timebuying.Frank Silvernail
Local Radio Manager.....Elenor Scanlan
Chief Story Editor.....George Kondolf
Mgr. Radio Promotion & Merchandising, James A. McGarry
Television Dept (In Chg.)...Herbert B. West

*Branch Offices*

1220 Statler Office Bldg., Boston 16, Mass.
Vice-President.....Francis W. Hatch
Rand Bldg., Buffalo 3, N. Y.
Vice-President.....Stanley P. Irvin
919 No. Michigan Ave., Chicago 11, Ill.
Vice-President.....H. H. Haupt
1050 Terminal Tower Bldg., Cleveland 13, Ohio
Vice-President.....E. E. Haring
Suite 1856, Penobscott Bldg.
Manager .....George Vonderlin
1680 No. Vine St., Hollywood 28, Calif.
Vice-President.....Wayne Tiss
523 W. 6th St., Los Angeles 14, Calif.
Vice-President.....A. W. Neally
Northwestern Bank Bldg., Minneapolis 2, Minn.
Exec. Vice-President Chg. Western offices J. C. Cornelius
Vice-President.....Edward A. Cashin
Grant Bldg., Pittsburgh 19, Penn.
Vice-President.....Leon D. Hansen
Russ Bldg., San Francisco 4, Calif
Vice-President.....C. H. Ferguson

*Radio Accounts* — American Tobacco Co., Armstrong Cork Co., Cream of Wheat Corp., Curtis Circulation Co., De Soto Division, Chrysler Corp., E. I. du Pont de Nemours & Co., Inc., Emerson Drug Co., General Electric Co., U. S. Steel Corp., Rexall Drug Company, Wildroot Co., Inc., American Home Magazine, Berwin Fuel Corporation, Bon Ami Company, Chamberlain Sales Corporation, Circus Foods, Inc., Consolidated Edison Company, First National Bank of Boston, Fort Pitt Brewing Company, Fruit Dispatch Company, Gamble-Skogmo, Inc., General Baking Company, Golden State Company, Ltd., B. F. Goodrich Company, Hormel, Geo. A. & Co., Keystone Lumber Company, Marine Trust Company, Maywood Park Trotting Assn., Inc., Minneapolis Brewing Company, Minn. Mining & Manufacturing Company, Mount Royal Importers, Murine Company,

Inc., The, National Gypsum Company, Nehi Corporation, New York Telephone Co., Northwestern Bell Telephone, Northern Pacific Railway Company, Pacific Telephone & Telegraph Co., Penick & Ford, Ltd., Inc., Paper Division, Personal Products Corp., Peter Hand Brewing Company, Reader's Digest Association, Roosevelt Raceway, Savings Bank Association of Massachusetts, Servel, Inc., The F. & M. Schaefer Brewing Co., Sea Breeze Laboratories, Southern New England Telephone Co., Standard Oil Company of California, R. H. Stearns Co., Tea Garden Products Company, Tennessee Coal, Iron & Railway Co., Timken Roller Bearing Co., Trans-World Airlines, Inc., Waitt & Bond, Inc., William Underwood Co., Republican National Committee.

*Television Accounts*—Wildroot Co., Inc., F. & M. Schaefer Brewing Co., Standard Oil of California, General Electric Co. (Lamps), General Eliectric Supply Co. (Cleveland), Old Country Trotting Assn., Minneapolis Brewing Co., First National Bank of Boston, Rexall Drug Stores, E. R. Squibb Co., Generall Time Instruments, Ethyl Corp., The Saturday Evening Post, The Ladies Home Journal, Hamilton Watch Co., Republican National Committee, The Dewey-Warren Clubs of America, National Federation of Women's Republican Clubs.

## ADRIAN BAUER ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone KIngsley 5-7870
ANPA—PPA

President.....Adrian Bauer
Vice-Pres. & Treas.....Lillian E. Bauer
V.P.'s.....Alan R. Tripp, Harold Finestone
Secretary.....Elmira R. Peters
Art Director.....Sallie M. Brown
Production Manager.....Wilmer S. Roberts
Copy Chief.....Helen Park

*Radio Accounts*—Adelphia Hotel, Broad St. Trust Co., Cayuga Federal & Loan Assn., The Drake, J. Frank & Son, Phila Dairy Products Co., Inc., Ritz Carlton Hotel, Warburton Hotel.

## JERE BAYARD & ASSOCIATES

2504 W. 7th St., Los Angeles 5, Calif.
Phone Fairfax 1278
NOAB—PPA

Owner.....Jere Bayard
Secretary.....Marion Hassett

LENNEN & MITCHELL, INC.

NEW YORK and BEVERLY HILLS

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NYLON HOSIERY

CHASE HANDKERCHIEF CO.

1181 Broadway, New York City
MU. 4-7292

*"We Can Fill Any Large Order"*

Space Buyer.....Beth M. Freeman
Production Manager.....Johnny A. Gazurian
Radio Director.....Larry Kraft
Account Executives.....Jere Bayard, Jean Daniels, Charles Murray.

## ROGER BEANE ADV. AGENCY

136 N. Delaware St., Indianapolis 4, Ind.
Phone FRanklin 2517
APA

Space Buyer.....Roger Beane
Art Director.....Francis Fox
Prod. Mgr. Radio Dir. & Time Buyer Harold Bean

*Radio Accounts*—L. S. Ayres & Co., Polar Ice & Fuel Co., Wilson Bros.

## BEAUMONT, HELLER & SPERLING, INC.

6th & Walnut Sts., Reading, Pa.
Phone 7447
NOAB—ABP—PPA—ANPA

President.....Donal T. Beaumont
Vice-Pres. & Sec.....L. J. Sperling
Treasurer & Copy Chief.....R. F. Heller
Art Director.....R. R. Glassmire
Production Manager.....J. L. Ryan
Radio Time Buyer.....Dorothea Hassler
Space Buyer.....Marion W. Nagle
Research Dir.....Kenneth W. Erdman

*Radio Accounts*—Allen Laundries, Allentown-Bethlem Gas Co., Automotive Service, Consumers Gas Co., Haines Hobby House, Harrisburg Gas Co., Lebanon Valley Gas Co., Station WHUM.

## BEHEL & WALDIE & BRIGGS, INC.

221 N. LaSalle St., Chicago 1, Ill.
Phone Franklin 8422
ANPA—APA—PPA—ABC—NOAB

President.....B. D. Waldie
Vice-Pres. & Treas.....G. L. Briggs
Vice-President.....Art Kanaske
Secretary.....Lois Chambers
Assistant Treasurer.....Leona McMullen
Art Director.....H. A. Sanderson
Production Manager.....M. N. Pierson
Account Executives.....A. Kanaske, J. H. Bolt, R. E. Wright, P. Frantz, K. B. Karcher.

*Radio Accounts*—Chicago Terminal National Bank, Gold Prize Coffee.

## VICTOR A. BENNETT CO., INC.

511 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 7-2189
ANPA—PPA

President.....Victor A. Bennett
Vice-President.....John L. Moore

*Radio Accounts* — Longines-Wittnauer Watch Co., Inc. (Watches), New York Sun, Newspaper.

## BENTON & BOWLES, INC.

444 Madison Ave., New York 22, N. Y.
Phone MUrray Hill 8-1100
AAAA—ANPA—PPA—ABP—NOAB—OAAA

Chairman of Board.....Atherton W. Hobler
President.....Clarence B. Goshorn
Exec. Vice-Pres.....William R. Baker, Jr.
Sec.-Treas.....Edward R. Beach
Vice-Pres. & Dir. of Media..H. H. Dobberteen
Vice-Pres. in Charge of Radio & Tele Walter Craig
Business Manager of Radio & TV Robert Buckley
Radio Program Director.....Leslie Harris
Radio Production Supervisor Tom McDermott
Script Editor.....Roy Bailey
Casting Director.....George Jannson
Television Program Director....Herb Leder
Directors.....Hoyt E. Allen, Alga Druce, Oliver Barbour, Charles Fisher, Tom McDermott, Don Wallace, Herb Leder, Bill Vallee.
Administrative Director of Radio and TV George Kern
Radio & TV Business Co-ordinator John Doherty
Time Buyers.....Ruth Jones, Mary McKenna, Stan Schloeder.
Vice-Pres. In Charge of Public Relations & Publicity.....Charles Gannon
Mgr. of Publicity Dep....Richard K. Bellamy

*Branch Offices*

6523 Hollywood Blvd., Hollywood 28, Cal.
Vice-Pres. & Gen. Mgr. of West Coast Operations.....L. T. Steele
Vice-Pres. & Radio Director.....Al Kaye
Office Manager.....Mary. E Stahl
Directors.....Kenneth Burton, Al Kaye.

326 E. Main St., Lakeland, Fla.
Director .....Don Patterson
Office Manager.....Annie G. Hull
Publicity .....Kendall Tolle

*Radio Accounts*—Association of American R.R., Arnold Bakers, Inc., General Foods Corporation (Post's 40 per cent Bran Flakes, Post's Raisin Bran, Post's Corn Toasties, Post's Cereal Products, Diamond Crystal Shaker Salt, Diamond Crystal Kosher Salt, Maxwell House Coffee, Instant Maxwell House Coffee, Yuban Coffee, Bliss Coffee, Gaines Dog Food, Log Cabin Syrup, Snider Condiments, Baker's Premium No. 1, Baker's Deluxe Cocoa), Bituminous Coal Institute, The Prudential Insurance Company of America, Krueger Brewing Company, Florida Citrus Commission, The Procter & Gamble Company (Tide, Chipso, Ivory Snow, Prell), Best Foods, Inc. (Hellmann's Mayonnaise, Nucoa, H-O Oats, Farina, Presto, 2 in 1 Shoe Polish).

# VITAL FACTS

## EVERY STATION MANAGER SHOULD KNOW!!

More broadcasters are employing the specialized services of a Radio Advertising sales agency every year to develop their potential advertisers, as well as stimulate their regular sales force. But new customers and new profits are good ONLY if the campaign gives *repeat* business and *permanent* benefits!

COOPERATIVE RADIO FEATURES, with the unique service of selling programs, either with or without commercial content, is owned and operated by W. A. Luce who has had over 30 years of successful, actual owner experience in advertising and allied fields. He did NOT ACCIDENTALLY come from the bottom to the TOP in this field, while many others fell by the wayside.

COOPERATIVE RADIO FEATURES carries an active bank balance in several large cities of the nation, and has paid many stations in excess of $10,000 as their share of the profit in a short term campaign . . . and paid them *cash in advance.*

COOPERATIVE RADIO FEATURES guarantees 100% satisfaction to both station and merchant and is privileged to use EVERY STATION ever worked as a reference. CRF has never started a job that it did not finish and has never failed to make a profit for a station.

Complete information covering the three types of programs we use (each designed and engineered to successfully meet and sell under various local market conditions) together with the exact manner in which our campaigns are handled to give the greatest benefit to all parties, will cheerfully be mailed upon request, without obligation.

*Television Account*—General Foods Corporation (Certo, Maxwell House Coffee, Gaines Dog Food, Diamond Crystal Salt), Kruger Brewing Co., Procter & Gamble (Ivory Snow, Prell).

## BERMINGHAM, CASTLEMAN & PIERCE, INC.

136 East 38th St., New York 16, N. Y.
Phone LExington 2-7550
ABP—PPA—NOAB—APA—AAAA

President .....Arch Bermingham
Exec. Vice-Pres.....George C. Castleman
Vice-Presidents.....Leslie V. Spencer, Charles E. Patrick.
Radio Director.....George C. Castleman
Radio Prod. & Tele Dir.....Ray Ovington

*Radio Accounts* — Griffin Manufacturing Co. (Shoe Polish), Conti Products Corp. (Castile Shampoo), Sabena Belgian Airlines.

*Television Accounts* — Jay Day Dress Co., Purofied Down Prod. (Pillows), Analgraph Assoc. (Mut. Ben. Life), Elektrolite, Inc. (Cig. Lighters).

## TED BERNSTEIN ASSOC.

51 Madison Ave., New York 10, N. Y.
Phone MUrray Hill 5-3730
NOAB

Owner.....Theodore H. Bernstein
Treas. Space Buyer.....Sylvester Bernstein
Art Dir.....Morris Brodis
Prod. Mgr.....Harold Franklin
Radio Dir.....Eleanor Spinrad
Publicity Dir.....Bennet C. Kessler

*Radio Accounts*—Eagle Clothes, Spooner, Inc., Tress, Inc.

## GORDON BEST CO., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone State 2-5060
ANPA—PPA—NOAB—APA—ABC—ABP

President.....Gordon Best
Vice-Presidents.....Roy M. Kirtland, Leroy A. Kling, Willard E. Stevens, Frank F. Morr, A. L. Salisbury.

*Radio Accounts*—Buell Manufacturing Co. ("Buell" Air Horns), Carey Salt Company (Salt), Coyne Electrical School, Jacques Mfg. Company (K. C. Baking Powder), Key Work Clothes, Inc., Schulze & Burch Biscuit Co., Weil and Company (Don-De Coffee).

## THE BIOW CO., INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone PLaza 7-4100
ABC—ANPA—PPA

President.....Milton H. Biow
Secretary & Treasurer.....Morris Zinneman
Vice-Presidents.....Henry R. Turnbull, F. Kenneth Beirn, C. Terence Clyne, Ralph F. Linder, Walter G. Smith, Erwin D. Swann, Charles P. Tyle.
Account Executives.....Samuel A. Alter, E. C. Bradley, Robert Bragarnick, Milton Decker, Lloyd Delaney, Mrs. Ruth F. Farquhar, P. B. Hinerfeld, Howard Korman, Miss Elizabeth Leeman, Melvin Singer, Kenneth J. White.

*Radio Department*
501 Madison Ave.

Manager Radio & Television Depts. John E. Hamm
Radio Production.....Tom Revere
Television Production.....William J. Morris
Head Talent Contracts.....Lucille Webster
Time Buyer.....Ethel Wieder
Publicity.....Lois Winston

*Hollywood Office*
6111 Sunset Blvd., Hollywood 28, Calif.

Manager .....Jack Runyon

*San Francisco Office*
703 Market St., San Francisco 3, Calif.

Manager.....L. J. Hannah

*Radio Accounts*—Bulova Watch Co., Inc., Eversharp, Inc., Philip Morris & Co., Ltd., Inc., Pepsi-Cola Co., Procter & Gamble Co., Roma Wine Co., Langendor United Bakeries, Inc.

*Television Accounts*—Bulova Watch Co., Philip Morris & Co., Ltd., Inc.

## HILL BLACKETT & CO.

231 N. LaSalle St., Chicago 1, Ill.
Phone STate 0950
ANPA—PPA—APA—NOAB

Principal.....Hill Blackett
Account Executives.....R. G. Wilson, C. Foust, R. A. Sampson.
Treasurer.....J. R. Lieber
Space & Radio Time Buyer.....Frank Reed
Production Manager.....Vaughn Jones
Art Directors.....Don Avery, Don Digman
Radio Production.....Kirby Hawkes

*Radio Accounts*—Morton Salt Co., A. E. Staley Mfg. Co., Wander Co., Worcester Salt Co.

## THE BLACKSTONE COMPANY

221 W. 57th St., New York 19, N. Y.
Phone CIrcle 7-4915

Owner .....Milton Blackstone
Associate .....Jack Steiner
Manager.....Gladys B. Berju
Copy Director.....Homer Millard
Art Director.....Len Janklow
Production Manager.....Harry Dobrin
Space Buyer.....Frank Kaus
Account Executives.....Robert Towers, Mortimer Curtis, Arthur Fisher, Martin Rodman.
Director of Radio.....Jack Steiner

*Radio Accounts* — Brass Rail, Keystone Paint & Varnish Co., Grossinger Hotel & Country Club.

## THE BLAINE THOMPSON CO., INC.

234 W. 44th St., New York 18, N. Y.
Phone LO 4-0800
ANPA—PPA—APA—ABC—NOAB

President-Treasurer.....Myer Lesser
Vice-President .....Marlo Lewis
Radio Director.....Richard Ash
Copy Chief.....Moulton Farnham
TV Dir.....Marlo Lewis
Comm. Mgr.-TV.....Charles Stark

*Branch Office*
321 W. 44th St., New York 18, N. Y.

Account Executive.....Philip Solomon

*Television Accounts*—Emerson Radio, Messing Bakeries.

## BLAKER ADV. AGENCY, INC.

501 Madison Ave., New York 22, N. Y.
Phone EL 5-7563
ANPA—PPA

Chairman.....Henry Blackman Sell
President.....Harold L. Tuers
Secretary.....Anne Sharkey
Treas. .....Miriam Nurenberg
Art Director.....Mary L. Deming
Production Manager.....Joseph Ferenc
Radio Time Buyer.....Jean Zipser
Account Executives.....Theodore D. Siegel, Paul Sprinz, Helen Nash, H. L. Tuers, Margaret T. Reynolds.

EDWARD C. LOBDELL
ASSOCIATES
(AGENCY)
•
Management Consultant
FOR
STATION SALES
STAFF PERSONNEL
•
17 E. 48th St., New York 17, N. Y.
PLaza 5-1127

*Radio Accounts*—L. S. Ayers & Co., Barbizon-Plaza, 57th St. Bootery, French Bootery, Stahlmeyer, Inc.

## W. EARL BOTHWELL, INC.

600 Grant Street, Pittsburgh 19, Pa.
Phone Court 6565
ANPA—AAAA—PPA

President.....W. Earl Bothwell
Vice-President.....Virginia D. Bothwell
Secretary-Treasurer.....Fred E. Baxter
Copy Chief.....H. B. Trautman
Space Buyers.....Joseph P. O'Donnell, Avis Philbrook.
Radio Director.....Nathan A. Tufts
Production Manager.....Clark Glenn
Art Directors.....J. M. Arnold, Jr., J. H. Trautman.
Research Director.....Jack Bradfute
Act. Publicity Dir.....G. Taylor Urquhart
Merchandising Directors.....Wright Nodine, James P. Newton.
Account Executives....William R. Dahlman, Frank A. Kearney, George E. Kelly, Albert Reinitz.

*Branch Offices*
1624 N. Hudson Ave., Hollywood 28, Cal.
Manager.....Nathan A. Tufts
22 E. 40th St., New York 16, N. Y.
Vice-President.....T. Howard Black, Jr.
520 N. Michigan Ave., Chicago 11, Ill.
V. P. & Gen. Mgr.....Charles D. Pettengill

*Radio Accounts* — Allegheny Conference for Community Development, Allegheny County Democratic Committee, American Home Products, Corp., American Home Foods, Inc., Boyle-Midway, Inc., & Boyle Midway( Canada) Ltd., Home Products International Ltd. (Canada), Bedford Springs Hotel, Christian & Co., Inc., County of Allegheny, Frank & Seder, Hotel Pittsburgher, Industrial Cigar Company, Morris Clamp & Coupling Co., Pa Pitt's Partners, WCAE, Inc.

## BOTSFORD, CONSTANTINE & GARDNER

115 SW 4th Ave., Portland 4, Oregon
Phone Atwater 9541
AAAA—ABP—ANPA—PPA—NOAB
APA—ABC

Vice-Pres. & Space Buyer..Frank Coykendall
Sec.-Treas.....Merle W. Manly

*Branch Offices*
333 Central Bldg., Seattle 4, Wash.
Phone Eliot 3523
Exec. Vice-Pres.....C. P. Constantine
350 Russ Bldg., San Francisco 4, Calif.
Phone Exbrook 2-7565
Pres. & Gen. Mgr.....David M. Botsford
629 S. Hill St., Los Angeles 14, Calif.
Phone Michigan 1427
Vice-President.....Thomas O. Morris, Jr.
Empire State Bldg., New York 1, N Y.
Phone BRyant 9-4845
Vice-President .....Elizabeth Eyerly

*Radio Accounts* — Idaho Advertising Commission (Potatoes-Onions), Oregon Mutual Fire Insurance, Tillamook County Creamery Assoc. (Cheese), Olympia Brewing Co. (Beer), Western Hotels, Sego Milk Products, Valley Produce Co., Crispie Potato Chip Co., B. T. Babbitt Co. (Cleaning Comp. Industrial), General Paint, Golden & Barcroft Co., Family Kitchen Products.

## STANLEY G. BOYNTON RADIO ADV.

410-11 Fisher Bldg., Detroit 2, Mich.
Phone TRinity 1-2552

President.....Stanley G. Boynton
Vice-President.....L. C. Boynton
Secretary.....B. W. Leslie
Treasurer.....D. H. Bartlett
Prod. & Traffic Manager.....J. H. Beye

*Branch Office*
17 E. 42nd St., New York 17, N. Y.

*Radio Accounts*—Radio Bible Class, Wesley Radio League, Calvary Hour, New World Coming, Highland Park Baptist Church, National Tennis Matches, Davis Cup Series.

## BOZELL & JACOBS, INC. OF ILL.

326 W. Madison St., Chicago 6, Ill.
Phone Central 6505
APA—NOAB

President.....Nathan E. Jacobs
Vice-Pres. & Art Dir.....Ben Taylor
Vice-Pres. & Radio Dir.....Philip Rouda
Secretary-Treasurer.....Morris E. Jacobs
Asst. Sec.-Treas.....Elinor Bishop
Production Manager.....Ed Ward

*Branch Office*
415 S. 6th St., Minneapolis 15, Minn.
Manager.....Sam Kaufman
16 W. 55th St., New York 20, N. Y.
V. P. & Mgr.....Donald Hoover

*Radio Accounts*—Central Ill. Electric & Gas Co., Halgar, Inc., International Circuses, Inc., Leaf Gum Co., Milko-Cone & Baking Co.

## ARTHUR BRAITSCH ADV.

15 Westminister St., Providence 3, R. I.
Phone Dexter 5313-4115
ABP—APA—ANPA

Radio Director.....Arthur Braitsch
Secretary .....Martha Watkins
Space Buyer.....John A. Lorimer

*Radio Accounts*—Narragansett Brewing Co. (Ale, Beer), Baird North, Inc. (Jewelry), R. I. Hospital Natl. Bank (Banking), Rocky Point Park (Amusement), Sally's Fur Studios (Furs), White Fuel Co. (Coal), Colonial Wallpaper Co. (Wallpaper), Strand Theater (Moving Pix), Weybosset Markets (Food Stores), Merchants Cold Storage (Fur Storage), Interstate Navigation Co. (Travel).

## THE J. CARSON BRANTLEY ADV. AGENCY

Owen Building, Salisbury, N. C.
Phone 900

President, Radio Dir. & Producer
J. Carson Brantley
Secy.-Treas.....A. R. Monroe
Art Dir.....Gladys Dudley
Production Mgr.....Nancy Payne

*Radio Accounts*—Carolina Beverage Co., Dixie Rub Co., Owen Drug Co., The Post (Salisbury), Radio Station WAIR.

## BRESNICK & SOLOMONT INC.

216 Tremont St., Boston 16, Mass.
Phone Liberty 7751
ABP — ANPA — PPA — APA

President.....Chester L. Solomont
Radio Dir. & Time Buyer.....Adner Rakov

*Radio Account*—Dawson's Brewery, Inc.

## R. C. BRETH, INC.

310 Pine St., P. O. Box 128, Green Bay, Wisc.
Phone Howard 134
ABP—ANPA—APA

President.....R. C. Breth
Vice-Pres. .....Russel Spoor

*Radio Accounts*—Home Mutual Insurance Co., Brillion Iron Works, Inc.

## BRISACHER, VAN NORDEN & STAFF INC.

310 Crocker Bldg., San Francisco 4, Calif.
Phone Garfield 1-0276
ANPA—APA—PPA—NOAB—ABP

President .....Emil Brisacher
Vice-President.....Franklin C. Wheeler
Secretary.....A. McKie Donnan
Treasurer.....W. Purdom
Time Buyer.....Marie Eaton

*Branch Offices*
1133 Crenshaw Blvd., Los Angeles 6, Calif.
Vice-Pres. & Mgr.....R. T. Van Norden
Radio Director.....Charles Chaplin
140 East 39th St., New York 16, N. Y.
Vice-Pres. & Manager.....C. H. Gabriel

*Radio Accounts* — Acme Breweries, Bohemian Distributing Co., Franzia Bros. Winery, Standard Beverages, Peter Paul, Inc., Homis Watch Co.

## BROADCAST ADVERTISING

3055 Wilshire Blvd., Los Angeles 5, Calif.
Phone EXposition 1339

Owner-Manager.....Van C. Newkirk
Production Manager.....John G. Fryer
Office Manager.....Betty Culbert

*Radio Accounts*—Crew of Good Ship Grace, Inc., Floyd B. Johnson, Grace Dotson Bible Lessons, Youth for Christ Jubilee, World's Greatest Book Quiz, Bible Inst. of Los Angeles, Morning Bible Hour, Radio Kids Bible Club.

For News Prestige–

AP

Available through membership

## BROOKE, SMITH, FRENCH & DORRANCE, INC.

8469 E. Jefferson Ave., Detroit 14, Mich.
Phone VAlley 2-9700
AAAA—OAAA—ABP—NOAB—ANPA—PPA—APA

Chairman of Board.....Sturges Dorrance
President.....Willard S. French
Secretary-Treasurer.....Guy C. Smith
Vice-Presidents.....Clarke C. Wilmot, Jack Williams, Walter C. Ayers, George Johnston, H. R. Bayle, L. Grant Hamilton, Blount Slade.
Director of Radio-TV.....Hugh Hole
Time Buyer.....Clyde Vortman

*Branch Office*
52 Vanderbilt Ave., New York 17, N. Y.
Vice-Pres. & Mgr. Media Dept...H. E. Pengel
Art Director.....William A. Adriance

*Radio Accounts* — Goebel Brewing Co., Hudson Motor Car Co., Michigan State Apple Comm., Mullins Mfg. Corp. (Youngstown Kitchens), Sparks-Withington Co. (Sparton Radios & Combinations) U. S. Radiator Corp.

*Television Accounts*—Goebel Brewing Co., American Blower Corp. (Aeropel Ventilating and Attic Fans), Sparks-Withington Co., Mullins Mfg. Corporation.

## BROOKS ADVERTISING AGENCY

416 W. 8th St., Los Angeles 14, Calif.
Phone TRinity 0558
ANPA—PPA—ABP—APA

Account Executive.....Henry Brooks
Production Manager.....E. Nyberg
Time Buyer.....A. R. Brooks
Copy Chief.....G. Gumpertz
Art Director.....Chet Dripple
Acct. Exec.....June Oleson

*Radio Accounts* — Bekins Moving & Storage Co., Everest & Jennings, Golden West Products Co.

## D. P. BROTHER & CO., INC.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-8250
APA — AAAA — ANPA — ABP
NOAB—PPA—ABC

Pres. & Treas.....D. P. Brother
Exec. Vice-Pres.....Clarence Hatch, Jr.
Account Executives.....J. S. Howell, Trueman Campbell, C. Hatch, Jr.

## FRANKLIN BRUCK ADVERTISING CORP.

RKO Bldg., Rockefeller Center,
New York 20, N. Y.
Phone CIrcle 7-7660

President .....Franklin Bruck
Secretary and Radio Director.....M. J. Kleinfeld
Vice-President.....Mort Heineman
Radio Time Buyer.....Rae Elbroch
Radio Traffic .....Milton Jurin
Radio Production.....Howard Blake
Research Director.....Jules Nathan

*Radio Accounts* — North American Accident Insurance Co., Johnson Candy Co., Fashion Frocks, The Theobald Industries, Arden Candies.

## CHARLES BRUNELLE ADV. AGENCY

15 Lewis St., Hartford 3, Conn.
Phone 7-0726
ABP—PPA

President & Treasurer.....Charles Brunelle
Vice-President .....Robinson Smith

*Radio Account*—Sage-Allen & Co., Inc.

## BURLINGAME-GROSSMAN ADV.

600 S. Michigan Ave., Chicago 5, Ill.
Phone Wabash 7090
APA—PPA

Owner.....S. W. Grossman
Art Director.....K. Gross
Production Manager.....S. E. Miller
Copy Dir.....M. S. Garfield
Account Executive.....M. A. Harvis

*Radio Accounts* — Auto Lamp Mfg. Co., Graphic Arts Monthly, Seatmaster Co.

## BURNET-KUHN ADV. CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUperior 3800
ANPA—APA—PPA

President & Treasurer.....Paul R. Kuhn
Vice-Pres. & Sec.....Francis J. Woods
Vice-President.....Philip D. Simons
Radio Director.....Mary A. Schroeder
Account Executives.....F. J. Woods, P. D. Simons, T. Wainwright.

*Radio Accounts* — Carson Pirie Scott & Co., Chicago Tribune, Coronet, Inc.

## LEO BURNETT COMPANY, INC.

360 North Michigan Ave., Chicago 1, Ill.
Phone Central 5959
AAAA—ANPA—PPA—ABP—NOAB—ABC—APA—BMB

President.....Leo Burnett
Executive Vice-President.....R. N. Heath
Vice-Pres.-Gen. Media.....E. Ross Gamble
Vice-Pres. Chg. of Radio.....W. L. Weddell
Time Buyer.....MacLean Chandler
TV Prod. Dir.....Clair Callihan

*Branch Offices*
743 Fifth Ave., New York 22, N. Y.
Radio Dir.....William McIlvain
Manager .....Donough Prince
411 West Fifth, Los Angeles 13, Calif.
Manager .....Owen Smith

*Radio Accounts*—Brown Shoe Co. (Buster Brown Shoes), American Meat Inst. (Meat), Pure Oil Co. (Petroleum Products), Minn. Valley Canning Co. (Green Giant Peas, Nib-

lets), Pillsbury Mills, Inc. (Pillsbury Pie Crust Mix, Hot Roll Mix, White Cake Mix, Chocolate Cake (Mix), Brewing Corp. of America (Carlings Red Cap Ale, Carlings Black Label Beer), Club Aluminum Co. (Aluminum Products).

*Television Accounts*—Pure Oil Co. (Petroleum Products); Brown Shoe Co. (Roblee Shoes for Men); Brewing Corp. of America (Carlings Red Cap Ale, Carlings Black Label Beer).

## BYER & BOWMAN ADV. AGENCY

203 East Broad St., Columbus 15, Ohio
Phone Main 3276
ABP—ANPA—PPA—APA—NOAB

Partners.....Herbert Byer, Gus K. Bowman, Joel M. Burghalter

*Radio Accounts*—Franklin Brewing Co., Buckeye Potato Chips, Clean Co., Wetalene Laboratories, Ashland Oil & Refining Co., Universal Concrete Pipe Co.

## BUCHANAN & CO., INC.

1501 Broadway, New York 18, N. Y.
Phone LOngacre 3-3380
AAAA—PPA—NOAB—ABC—TBA

Chairman of Board, Treas....John Hertz, Jr.
President .....Rudolph Montgelas
Vice-Presidents .....Douglas Day, Joseph D. Dunn, William Dasheff, Morgan Reichner, Norman A. Mack, Roland E. Jacobson, John R. Christie, Lee Blair, Burton G. Feldman.
Secretary.....A. Grace Barrett
Asst. Treas.....Anthony Alduino
Dir. Radio-TV.....John R. Sheehan
Time Buyer.....Bill Smith

*Branch Offices*

919 No. Michigan Ave., Chicago 11, Ill.
Vice-President.....Burton Feldman

1521 Wilshire Blvd., Los Angeles 14, Cal.
155 Montgomery St., San Francisco 4, Calif.
Vice-President.....Lee Blair

*Radio Accounts*—The Texas Co., Paramount Pictures, Inc., Rainier Brewing Co., United Artists Corp., Gallowhur Chemical Co., Monogram Pictures Corp., Paramount Pictures Theaters, Allen B. DuMont Labs., Inc., Reynolds Metal Co., Teen-timers, Inc., Monitor Equipment Corp., Eskimo Pie Corp.

*Television Accounts*—Allen B. DuMont Labs., Inc., Paramount Pictures, Inc.

## BUCHANAN-THOMAS ADV. CO.

410-412 So. 19th St., Omaha 2, Nebraska
Phone AT 2125
ABP—ANPA—PPA—APA—NOAB

Partners.....C. C. Buchanan, L. H. Thomas
Acct. Execs.....R. R. Foster, R. E. Savage, Chas. Harding, II, Russell Behr, A. R. Busch, Jr., D. H. Abbott.
Auditor.....R. A. Dundis
Production.....E. W. G. Carlson, D. Rossum.

## HAROLD CABOT & CO., INC.

136 Federal St., Boston 10, Mass.
Phone HAncock 6-7600
AAAA—ANPA—PPA—NOAB—APA

President.....Harold Cabot
Vice-Presidents.....Langley C. Keyes, Donald D. Douglas, William H. Ganick, Edward F. Chase, George R. Griffin.
Asst. Vice-Pres.....Russell Hunt
Treasurer.....Richard P. Holland
Art Director.....William P. Ganick
Production Manager.....Frederick Dwyer
Copy Chief.....Henry W. Paterson
Radio-TV Time Buyer.....Jan Gilbert
Account Executives.....Harold Cabot, Edward F. Chase, Donald D. Douglas, Russell Hunt, Richard P. Holland, William H. Ganick, Langley C. Keyes, John M. Lord, Henry G. Balch, Peter Black, Eugene C. Burchette, James I. Summers.

*Radio Accounts*—Adams & Swett, Boston Consolidated Gas Co., Boston Globe, Boston and Maine Railroad, Haffenreffer & Co., Inc., H. P. Hood & Sons, Metropolitan Transit Authority, S. S. Pierce Co., Quincy Savings Bank, Rock of Ages Corp.

*Television Accounts* — Haffenreffer & Co., Inc., Boston and Maine Railroad.

## CAHN-MILLER, INC.

413 N. Charles St., Baltimore 1, Md.
Phone Saratoga 4466-7
PPA

President .....Louis F. Cahn
Vice-President.....C. LeRoy Miller
Secretary.....George Gettman
Account Executives....Louis C. Pedlar, Jr., Frank E. Lyons, Elizabeth P. Reese, Marian Kaminski.

*Radio Accounts*—Baum's Restaurant, Oscar Caplan & Sons, Inc. (Jewelers), The Central National Bank, Richmond, Va., Diamond State Brewery, Inc., The Fidelity Trust Co. (FM only), Jarman Motors (Dodge & Plymouth), The May Co. (Dept. Store).

## CALKINS & HOLDEN

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-6900
AAAA—ABP—ANPA—PPA—SNPA—OAAA—NOAB—ABC

President.....J. Sherwood Smith
Vice-President.....Rene Clark
Secretary-Treasurer.....R. P. Clayberger
Art Director.....Walter B. Geoghegan
Production Manager.....Fred Oughton
Manager Outdoor Dept.....F. J. Fitzgerald
Media Director.....Thomas H. Young
Radio-TV Program Dir.....Chester H. Miller

*Branch Office*

336 No. Michigan Ave., Chicago, Ill.
Radio Dept. Manager.....R. A. Washburn

*Radio Accounts* — Oakite Products, Inc., O-SO-Grape, Modern Food, Stokley Van Camp, Marcalus Mfg. Co.

## CAMPBELL-EWALD CO.

General Motors Bldg., Detroit 2, Mich.
Phone Trinity 2-6200
AAAA—ANPA—NOAB—PPA
APA—ABC—ABP

Pres. & Chairman of Board..Henry T. Ewald
Exec. V.P. & Gen. Mgr.....Henry G. Little
Sr. Vice-Pres.-Sec.-Treas..Lawrence R. Nelson
Ass't Treasurer & Comptroller..C. J. Rudesill
Vice-President.....J. H. Neebe
Vice-President.....L. T. Robinson
V.P. & Dir. of Media.....J. J. Hartigan
V.P. & Art Director.....Halsey Davidson
Vice-President.....W. E. Schweikart
Vice-President.....W. P. Stewart
Vice-President.....G. Brewster Loud, Jr.
Vice-President.....W. Colin Campbell

*Radio & TV Dept.*

Sr. V.P. & Chairman.....Winslow H. Case

*Branch Offices*

1 East 57th St., New York 22, N. Y.
Vice-Pres. & Mgr.....Lynn B. Dudley
230 N. Michigan Ave.,
Chicago 1, Ill.
Vice-Pres. & Mgr.....E. W. Clements
714 W. Olympic Blvd.
Los Angeles 15, Cal.
Vice-Pres.-Manager.....R. C. Francis
995 Market St., San Francisco 3, Cal.
Manager.....T. Milburn Johnston

*Radio Accounts* — Chevrolet Motor Division, General Motors Corp., The Detroit Edison Co,. Grocery Store Products Co.—Foulds Div., Local Metropolitan Chevrolet Dealer Groups.

*Television Accounts* — Chevrolet Motor Div., General Motors Corp., The Detroit Edison Co., Norge Div., Borg-Warner Corp., Local Chevrolet Dealers Asso., Inc. (New York).

## CAMPBELL-MITHUN, INC.

1370 Northwestern Bank Bldg.
Minneapolis 2, Minn.
Phone LIncoln 8824
ABP—NOAB—ANPA—PPA—APA

Chairman.....Ralph B. Campbell
President.....Ray O. Mithun
Vice-Presidents.....John W. Forney,
August C. Ragnow, Lester J. Will.
Secretary.....E. S. Brugette
Treasurer.....B. N. Sandquist
Radio Dir.....Arthur H. Lund
Production Creative Dir....John W. Forney
Copy Writers.....Donald Grayward,
Myrna McCauley.

*Branch Office*

919 N. Michigan Ave., Chicago 11, Ill.
Vice-President.....August C. Ragnow

*Radio Accounts*—Atwood Coffee Co. (Atwood's Coffee), Campbell Cereal Co. (Malt-o-Meal), Eicor Corp., F. W. Fitch Co. (Fitch Shampoos, Shaving Cream, Hair Tonic), Gold Seal Co. (Wax Products), Hall Hardware Co. (Wholesale Hardware and Paint), Theo. Hamm Brewing Co. (Hamm's Preferred Stock Beer), Hi-lex Co. (Hilex Bleach & Disinfectant), Minnesota Macaroni Co. (Jenny Lee Soups, Macaroni and Spaghetti), Land O'Lakes Creameries, Inc. (Dairy Products), Northwestern National Bank (General Banking), Quality Chekd Ice Cream Assoc. (Industry Advertising & Merchandising), Red Dot Foods (Potato Chips, Popcorn, Nutmeats), Russell-Miller Milling Co. (Occident Flour & Mixes), Zinsmaster Baking Co. (Bakery Goods).

## SOLIS S. CANTOR ADV. AGENCY

1711 Walnut St., Philadelphia 3, Pa.
Phone LO 7-8141
PPA—ABC—ABP—ANPA

Pres.....Solis S. Cantor
Vice-Pres.....Kathryn Cantor
Art Director.....Robert Hersch
Acct. Execs.....John Shaw,
Robert Weiner, Bernard Binnick.

*Branch Office*

350 Lincoln Rd. Bldg., Miami Beach 39, Fla.
Manager.....Sidney B. Gorchov

## THE CAPLES COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 7-3577
ANPA—PPA—APA—NOAB

Vice-President.....Hudson Meyer

*Radio Dept.*

Time & Space Buyer.....Ruth D. Folster

*Branch Offices*

225 East Erie St., Chicago 11, Ill.
Exec. Vice-Pres.....R. N. Hartsing
1504 Dodge St., Omaha 2, Nebr.
V. P. in Charge.....L. M. Branch
412 West Sixth St., Los Angeles 14, Calif.
Manager.....Arthur Caron

*Radio Accounts*—American Express, Union Pacific Railroad, Chicago & North Western Railway, Railway Express Illinois Central.

## CARTER ADV. AGENCY

912 Baltimore Ave., Kansas City 6, Mo.
Phone HArrison 1356
ABP—ANPA—NOAB—NAAN—APA—PPA

President.....Charles W. Carter
Vice-President.....William G. Rowe
Radio Director.....Herbert True

*Radio Accounts* — Helzberg's Jewelers, Rushton Baking Co., Rudy Patrick Seed Co., Perry Motor Co., Shellabarger Feed Co., Consumer's Co-Op, May Potato Chip Co., Kansas Farmers Union Central Co-Op Exchange.

## CASMIR ADV. CO., INC.

551 Fifth Ave., New York 17, N. Y.
Phone MU 2-2014
ABP

Owner & Space Buyer.....David C. Casmir
Radio Director.....Marvin F. Casmir
Art Director.....Wm. E. Burgess

*Radio Accounts*—Eagle Pencil Co., Haynes-Griffin Co.

## CAYTON, INC.

350 Fifth Ave., New York 1, N. Y.
Phone BRyant 9-0390
ABP—APA—ANPA—PPA

President.....William D'Arcy Cayton
Secretary.....D. R. Roberts
Art Director.....Bob Lee
Radio Director.....Earle McGill
Prod. Mgr.....C. F. Lucchese
TV Dir.....Art Simon
TV Time Buyer.....Allan Black
Copy .....Leo Nolan
Publicity .....K. Carr

*Radio Accounts*—Delicia Chocolate & Candy Mfg. Co., Devoe & Reynold Co., Inc. (Paints & Art Supplies), Wearbest Rugs (Broadloom, Carpeting), Hardin Chemical Co. (5-in-1 Soap, Why-Fires, Home Deodorant).

*Television Accounts*—Poloroyd Television Filters, Hardin Chemical Co., Walso Tele-Vue Lens, Durabilt Irons.

## CECIL & PRESBREY, INC.

247 Park Ave., New York 17, N. Y.
Phone WIckersham 2-8200
ABC—BMB—ABP—ANPA—NOAB—OAAA—PPA—AAAA

President.....James M. Cecil
Vice-Presidents .....Edward Noakes, H. L. Kneeland, Samuel Dalsimer, S. M. Kenyon, Terrence F. MacGrath, Robert Carley, David G. Lyon, Carl Giegerich, Cecil Hackett.
Sec. & Treas.....David C. Thomas
Media Dir.....Harry Parnas
Radio-TV Dir.....John M. Wyatt, Jr.
Time Buyer.....Harry Parnas
Asst. Radio-TV Dir.....David G. McAneny

*Radio Accounts*—Ronson Art Metal Works, Inc., Oyster Shell Products Corp., Philip Morris & Co., Inc., Ltd. (Fleetwood Cigarettes), Block Drug Co., Speidel, Inc.

*Television Account* — Ronson Art Metal Works, Inc.

## THE CHERNOW CO., INC.

350 Fifth Ave., New York 1, N. Y.
Phone PEnnsylvania 6-3520

President.....Sam Chernow
Vice-President.....Leo A. Friedman
Radio-TV Dir.....Morton Junger

## NELSON CHESMAN COMPANY

Hamilton Trust Bldg., Chattanooga 8, Tenn.
Phone 6-4942
ABP—ANPA—PPA—SNPA—NOAB—APA

Partners.....John E. Fontaine, S. M. Kelly
Radio Director.....H. Gene Sample

*Radio Accounts*—The Chattanooga Medicine Co. (Black-Draught & Cardui), Colonial Coffee Co., Tennessee Nursery Co. (Bulbs, Fruit Trees, Shrubs), Double-Cola Co.

## CHICAGO ADV. AGENCY

20 W. Jackson Blvd., Chicago 4, Ill.
Phone WA 5732
ANPA—PPA—APA—ABC

Pres. & Space Buyer.....J. L. Wade
Vice-President.....Elmer Wade

## C. P. CLARK, INC.

James Robertson Hotel, Nashville 3, Tenn.
Phone 6-4179
APA—ABP—NAPA—NOAB—PPA—SNPA

President-In Charge of Radio....C. P. Clark
Vice-Pres. & Treasurer.....D. G. Goodwin
Secretary.....J. D. Clark

*Radio Account* — Southern Coach Lines, Inc. (Institutional), American National Bank (Institutional), Fletcher & Wilson Co. (Luxury Food Products), Colonial Milling Co. (Polly Rich Flour), Tenn. Valley Marketers (Top Line Appliances).

## CLEMENTS COMPANY, INC.

Horn Bldg., Philadelphia 3, Pa.
Phone Rittenhouse 0236
ANPA—PPA

President-Treasurer .....I. W. Clements
Secy. & Copy Chief.....E. D. Masterman
Director of Radio.....Alice Clements

*Radio Accounts*—Network: Modern Food Process Co., F. G. Vogt & Sons, Hudson Coal Co., Horn Hardart.

## HARRY B. COHEN ADV. CO., INC.

1 East 57th St., New York 22, N. Y.
Phone PLaza 8-2843
ANPA

President.....Harry B. Cohen
Vice-Pres.-Treas.....Edith S. Cohen
Vice-Pres.-Radio Dir.....Edward Aleshire
Vice-Pres. .....Edward Rosenwald
Secy.-Research Dir.....Harry B. Cohen, Jr.
Art. Dir.-Prod. Mgr.....John Gribbon
Media Dir.-Radio Time Buyer
Clarke R. Brown
Acct. Execs.....Harry B. Cohen, Edward Aleshire, Edward J. Rosenwald.

*Radio Accounts* — Beaumont Co., Grove Laboratories, Hope, Inc.

## COLE AND CHASON, INC.

8 W. 56th St., New York 19, N. Y.
Phone CI 7-2664

ABP—PPA

Pres. & Radio Dir.....Herbert S. Chason
Vice-President.....John Cole

*Radio Accounts* — David Cohen & Sons, March Drug Co.

## RUSSELL C. COMER CO.

15 W. 10th St., Kansas City 6, Mo.
Phone HArrison 3964

APA—ANPA—PPA—ABP

Partners...Russell C. Comer, Ruth E. Comer
Space Buyer.....Daniel C. Martin
Production Mgr.....John C. Fehlandt
Acct. Executive.....Gardner Reams
Radio Dir.....Bill Godden

## COMPTON ADVERTISING, INC.

630 Fifth Ave., New York 20, N. Y.
Phone CIrcle 6-2800

SNPA—AAAA—ANPA—PPA—OAAA—NOAB—ABC—BMB

President.....Robert D. Holbrook
Vice-Pres. & Secty.....Leonard T. Bush
Vice- Presidents.....Thurman L. Barnard, Frank R. Griffin, John K. Strubing, Jr., Edward Battey, Muriel Haynes, Guy Richards, Lewis H. Titterton, Frederick Anderson, Henry A. Mattoon.
Treas. & Comptroller....Charles McCormack
Casting Director.....Vera Larkin
Publicity Director.....Virginia Travers

*Radio & Television Dept.*

Director of Radio & TV...Lewis H. Titterton
Mgr. Radio Dept.....Storrs Haynes
Mgr. TV Division.....Brewster Morgan

*Radio & Television Media Dept.*

Media Director.....Guy Richards
Asst. Media Director.....Frank Kemp
Head Time Buyer.....Henry Clochessy
Time Buyers.....Julia Brown, Tucker Scott.
TV Consultant.....D. P. Potter

*Branch Offices*

Socony Vacuum Bldg., Chicago, Ill.
Manager.....L. O. Holmberg

Gwynne Bldg., Cincinnati, O.
Manager.....Robert P. Marsh

744 N. 4th St., Milwaukee 3, Wis.
Manager .....Richard Davis

6253 Hollywood Blvd., Hollywood 28, Cal.
Manager.....Floyd Holm

*Radio Accounts*—Procter & Gamble Co. (Ivory Soap, Ivory Flakes, Crisco, Barsalou Soap, Duz, Drene Shampoo), Socony-Vacuum Oil Co., Allis Chalmers Co., Goodyear Tire & Rubber Co.

*Television Account* — Procter & Gamble (Ivory Soap, Crisco, Duz).

## THE CONNOR COMPANY, INC.

544 Market St., San Francisco 4, Cal.
Phone YUkon 0196

APA—ABP—FAAC—ANPA—PPA

President.....Edward W. Connor
Exec. Vice-Pres.....Shirley Walker
Production Manager.....Mrs. V. George
Account Executives.....Ted Conner, B. McClure, D. McFadden, S. Walker.

## COWAN & DENGLER, INC.

527 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0940

ANPA — PPA — NOAB — APA

President.....Stuart D. Cowan
Vice-Pres. & Treasurer.....H. W. Dengler
Vice-President.....Porter F. Leach
Secretary.....Stuart D. Cowan, Jr.
Space-Time Buyer.....Miss A. Marie Maus
Radio-TV Dir.....T. H. Moore, Jr.

*Radio Accounts* — Isbandsten-Moller Co., Inc., Mittag & Volger, Inc., Frank G. Shattuck Co.

## JOHN GILBERT CRAIG ADV., INC.

913 Washington St., Wilmington 99, Del.
Phone 5-6185

ABP—AMPA—APA—PPA—NAAN

President.....John Gilbert Craig
Sec.-Treas.....Kathleen A. Walsh

*Radio Accounts*—Joseph Bancroft & Sons Co. (Textile Finishing), H. P. Cannon & Sons, Inc. (Canned Foods), Delaware Coach Company (Transportation Service), Delaware Power & Light Co. (Utilities), Diamond Ice & Coal Co. (Fuels, Home Products), Equitable Trust Co. (Banking Services), Greenhill Dairies, Inc. (Dairy Products), Steinman Stations, Reeves Parvin & Co. (Wholesale Groceries), Riverview Beach Park (Amusement Park), Wilson Line, Inc. (River Transportation).

*Television Accounts*—Delaware Steeplechase & Race Association (Race Meetings).

## THE CRAMER-KRASSELT CO.

733 N. Van Buren St., Milwaukee 2, Wis.
Phone Daly 8-3500

AAAA—ABC—ABP—ANPA—NOAB—BMB

President.....A. W. Seiler
Exec. Vice-Pres.....H. N. Pasteur
Vice-Pres.-Treas.....C. W. Faude
Secretary .....F. Aumueller
Vice-Presidents .....H. Dyson, C. H. Brehm, R. F. Timm, N. L. Telander.
Vice-Pres.-Dir. of Media.....L. H. Ness
Radio-Television Director.....J. S. Stolzoff
Assistant to Director.....Lois H. Craft
Chief Continuity Writer....Patricia J. Noble
Chief Time Buyer.....Loretta Mahar
Creative Chief.....R. W. LeGrand

*Radio Accounts*—Plankinton Packing Co., Ed. Schuster & Co., Inc., Luick Ice Cream Co.,

First Federal Savings & Loan Association of Wisconsin, Hoberg Paper Mills, Fox Wisconsin Amusement Corp., St. Charles Mfg. Co., Hamilton Mfg. Co., Klinkert Candy Co., Skylark Products, Luick Dairy Co.

*Television Accounts*—Ed. Schuster & Co., Inc., Broadway House of Music, Plankinton Packing Co., First Federal Savings & Loan Association of Wisc., Marine National Exchange Bank, Milwaukee Company.

## CRITCHFIELD & COMPANY, INC.

720 North Michigan Ave., Chicago 11, Ill.
Phone Superior 3061
ANPA—APA—PPA—NOAB

President.....E. P. Nesbitt
Media Dir.....E. Groenboom
Production Manager.....R. M. Cowing

## CRUTTENDEN & EGER

69 W. Washington St., Chicago 2, Ill.
Phone Central 7830
ABP—ANPA—PPA—NOAB—APA

Partner.....Edmond I. Eger
Account Executives.....Leon H. Lewis, George M. Stern, Harley B. Hobbs, E. I. Eger.
Media-Research Director.....Harry C. Pick
Art Director.....Harry J. Beier
TV-Dir .....Edward Sherwood

*Radio Accounts* — Admiral Corp., Klein's Sporting Goods.

*Television Account*—Admiral Corp.

## DANCER-FITZGERALD-SAMPLE, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-4200
AAAA—ANPA—APA—PPA

President.....H. M. Dancer
Vice-President.....C. L. Fitzgerald
Vice-Pres. & Secy.....F. T. Leighty
V.-P.'s & Acct. Execs.....Joseph Holmes, Charles Hotchkiss, Donald Manchester, Gordon Johnson, Ted Mertz, George Tormey.
V.-P. & Radio Time Dir.....J. James Neale
V.-P. & Media Director....Lyndon O. Brown
V.-P.'s & Copy Supervisors....Samuel Sutter, Howard Newton.
Production Head.....Albert Black
Promotion .....Tom Santacroce

*Radio & Television Producing Subsidiary*

### Show Productions, Inc.

President.....Adrian Samish
Sup. of Night-Time Prgms.....Carl Stanton
Sup. of Day-Time Prgms.....Lester Vail
Publicity and Promotion.....Pat Sweeney
Radio Comm.....Russ Raycroft
Production.....Erline Wallace
Assistant .....Veronica Racette

*Branch Offices*
221 North LaSalle St., Chicago 1, Ill.

Vice-Presidents .....Paul Keenan, Sewell Gardner.

1680 North Vine St., Hollywood 28, Calif.
Manager .....Al Kabaker

6 King St., East, Toronto 1, Ont., Canada
Manager .....Gilbert Nunns

*Radio Accounts* — The Procter & Gamble Co., General Mills, Inc., Sterling Drug, Inc., Whitehall Pharmacal Co., Campbell Soup Co., Falstaff Brewing Co.

*Television Accounts*—Whitehall Pharmacal Co., Sterling Drug, Inc.

## D'ARCY ADVERTISING COMPANY

Missouri Pacific Bldg., St. Louis 3, Mo.
Phone Central 6700
AAAA—ANPA—PPA—ABP—NOAB—OAAA—BMB

Chrmn. Bd. of Dir.....A. L. Lee
President.....J. F. Oberwinder
Secretary-Treasurer.....E. C. Cronk
Radio Dir.....P. A. Louis

*Branch Offices*

515 Madison Ave., New York 22, N. Y.
Vice-President.....John J. Toigo

Terminal Tower Bldg., Cleveland 13, Ohio
Vice-President.....Stanley Seward

90 Broadview Ave., Toronto, Ont., Canada
Vice-President .....Gramont Altenbernd

310 North Ave., N. W., Atlanta, Ga.
Vice-President.....J. Hixon Kinsella

*Radio Accounts*—The Coca-Cola Co., General Tire & Rubber Co., Pennsylvania Rubber Co., Cleveland Electric Illuminating Co., Laclede Gas Company—St. Louis.

## JIMM DAUGHERTY, INC.

706 Chestnut St., St. Louis 1, Mo.
Phone Main 0790-1
PPA — NOAB — APA

Pres., Space-Time Buyer..James M. Daugherty
Secretary-Treasurer..Pauline Otto Daugherty

*Radio Accounts*—Pepsi-Cola, St. Louis Dairy Co., So Good Potato Chips, Blanke-Bar, Odera.

*Television Account*—Pepsi-Cola.

## DAVIS & COMPANY

Pacific Mutual Bldg., Los Angeles 14, Calif.
Phone Michigan 3908
ANPA—PPA

Partners.....Robert J. Davis, Joseph Sill, Jr.
Time Buyer.....Beth Freeman
Radio & Copy Dir.....Joseph Sill, Jr.

*Radio Accounts*—Blue Bird Potato Chips, Inc., Scudder Food Products, Dodson, Ltd., American Fruit Growers, Fruit Industries, Ltd.

## HENRY L. DAVIS CO.

12 East 41st St., New York 17, N. Y.
Phone MUrray Hill 3-1657
ABP

Owner, Radio Dir., Time Buyer
Henry L. Davis

Art Dir.....Vincent Longo
Prod. Mgr.....Henry Gottfried
Copy Chief.....Russell Mitcheltree
Space Buyer.....E. Davis
Acct. Execs.....Henry L. Davis, S. L. Davis, John Ball.

## BEN DEAN ADVERTISING AGENCY

207 Houseman Bldg., Grand Rapids 2, Mich.
Phone 8-0666
APA—ABP

Owner.....Ben Dean
Production Manager.....Mildred Juneau
Account Executive.....Ben Dean, Jr.

## DICKLOW ADV. AGENCY

1207 Liberty Bank Bldg., Dallas 1, Tex.
Phone C-8295
APA—SNPA

Owner-Radio Buyer.....Irene Scott Dicklow

## DINION & DuBROWIN, INC.

624 Madison Ave., New York 22, N. Y.
Phone PLaza 9-2826
ABP

President.....Raphael DuBrowin
Vice-President.....Edgar M. Paulton
Secretary-Treasurer.....Erwin Dinion
Radio-TV Dir.....Jack Lloyd

## DOE-ANDERSON ADV. AGENCY

308 Martin Brown Bldg., Louisville 2, Ky.
Phone Wabash 3193
APA—ANPA—PPA—SNPA

President.....Elmer H. Doe
Account Executive.....Warwick Anderson

## DOHERTY, CLIFFORD & SHENFIELD INC.

350 Fifth Avenue, New York 1, N. Y.
BRyant 9-0445
AAAA—ABP—ANPA—PPA
NOAB—ABC—BMB

President.....Lawrence L. Shenfield
Vice-Pres. & Treas.....Arthur Cobb, Jr.
Vice Presidents.....Donald K. Clifford, Francis J. Doherty, Joel F. Jacobs.
V.P. & Secretary.....Wm. E. Steers
Asst. Treas.....Nelson O. Argueso
Asst. Secty.....Marie L. Brennan
Dir. of Production.....Chester MacCracken
Dir. of Radio Commercials..D. Peter Bowles
Tele. Dir.....Chester MacCracken
Asst. Tele. Dir.....Blaney Harris
Radio Time Buyer.....Helen Wilbur

*Radio Accounts*—Bristol-Myers Co., Esquire, Inc., Vacuum Foods Corp., The Nestle Company, Inc.

*Television Account*—Bristol-Myers Co.

## THE RALPH L. DOMBROWER CO., INC.

11 E. Franklin St., Richmond 20, Va.
Phone 3-111-3
ABP—ANPA—PPA—SNPA—APA

President-Treas. ...Ralph L. Dombrower, Sr.
Vice-President ....Ralph L. Dombrower, Jr.
Vice-Pres.....Malcolm B. Dombrower
Acct. Executive.....Edward I. Wallerstein
Counsel.....Morton L. Wallerstein
Art Director.....J. H. O. E. Pickett
Production Manager.....Hobart Britton
Space & Time Buyer.....Phyllis King
Talent Buyer.....T. Michaux Moody
Assistant .....Wilson Angel

*Branch Office*
Woodward Bldg., Washington, D. C.
Manager .....Philip Rosenfeld

*Radio Accounts*—Pamplin Smoking Pipe & Mfg. Co., Richmond Hotels, Inc., Southland Wine Co., Inc., Goldberg Electric Products Co., Inc., Fork Union Military Academy.

## DONAHUE AND COE, INC.

1270 6th Ave., New York 20, N. Y.
Phone Columbus 5-4252
ANPA—PPA—ABP—SNPA—
OAAA—APA—NOAB

Dir. of Motion Picture Radio-Tele Div. A. Carl Rigrod
Time Buyer.....Evelyn Lee Jones

*Branch Office*
411 Hurt Bldg., Atlanta, Georgia
Manager & Vice-President..H. L. Morrill, Jr.

*Radio Accounts*—Loew's, Inc. (M-G-M). Enterprise Pictures, Republic Pictures, N. Y. Herald Tribune, River Brand Rice Mills, Inc., De Laval Separator Co., Radio City Music Hall, Brandt Theaters, Atlantic Ale & Beer, Cosmopolitan Magazine, N. Y. World Telegram.

*Television Account*—Radio City Music Hall (Emperor Waltz).

## DOREMUS & CO.

120 Broadway, New York 5, N. Y.
Phone REctor 2-3000
ANPA—PPA—APA—ABP—NOAB

Chairman & President.....Wm. H. Long, Jr.
Exec. Vice-Pres.....W. H. Burnham
Treasurer.....R. E. Williams

## DORLAND, INC.

247 Park Avenue, New York 17, N. Y.
Phone Eldorado 5-2685
ABP—ANPA—PPA—NOAB—APA

President.....Atherton Pettingell
Exec. Vice-Pres.-Treasurer....Walter S. Maas
Vice-President.....Charles B. Strauss
Secretary.....Mary L. Shaumty
Vice-Pres. .....Emmanuel Tietler
Radio-TV Dir.....Howard G. Barnes
Radio-TV Time Buyer..Katherine Kirkbride

*Radio Accounts* — Lanvin Parfums, A. S. Beck.
*Television Accounts*—Lanvin Parfums, A. S. Beck.

## JOHN C. DOWD, INC.

212 Park Square Bldg., Boston 16, Mass.
Phone Hubbard 8050
ANPA—PPA

President.....John C. Dowd
Executive Vice-President.....E. D. Parent
Vice-President.....W. Davenport
Treasurer.....Geo. E. Murphy
*Radio Accounts*—Albany Carpet Cleaning Co., Allied Salt & Chemical Co., Atlantic Coal Co., Clinton Clothing Mfg. Co., First National Stores, Martin L. Hall Co., Homes, Inc., Jenney Mfg. Co., Wm. Leavens Co., Paines of Boston, K. J. Quinn & Co., Inc., Snider Fuel Corp.

## L. J. DuMAHAUT ADV. AGENCY

Book Tower, Detroit 26, Mich.
Phone WO 2-8246
APA

Owner.....L. Jerome DuMahaut
Production Manager.....Georgiana E. Park

## ROY S. DURSTINE, INC.

730 Fifth Ave., New York 19, N. Y.
Phone, CIrcle 6-1400
PPA—NOAB—ANPA—SNPA
ABC—OAAA

President.....Roy S. Durstine
Vice-Pres.-Secretary Dir of Media, Arch T. Gardiner
Vice-Presidents.....William E. Dempster, Ralph D. Allum, William C. Pank.
Treasurer.....T. Arnold Rau
Prod. Mgr.....David R. Margaretten
Head Art Director.....Harvey A. Spooner
Art Directors.....J. Burton Stevens, John A. Hagstrom.
Executive Staff.....William E. Dempster, Ralph D. Allum, John C. Rome, John Malone, Jr., William C. Pank, David L. Rand, Clem W. Kohlman, Robert L. Whitehead, C. Henry Heppenstall.
Radio Time Buyer.....Bergliette Boe
Radio Directors.....Maurice Condon, John T. Martin.
Mgr. Radio Dept. & Time Buyer...Bergi Boe

*Branch Offices*

20 No. Wacker Drive, Chicago 6, Ill.
V.P.-Manager.....Ellis Travers
719 Enquirer Bldg., Cincinnati 2, O.
V.P.-Manager .....Frederic Kammann
2853 West Seventh St., Los Angeles 5, Calif.
Pacific Coast Mgr.....Robert L. Nourse, Jr.
703 Market St., San Francisco 3, Calif.
Manager.....H. H. Hindley
*Radio Accounts:* The Serutan Co. (Serutan, RDX, Nutrex, Journal of Living), The Tucker Corporation (The Tucker '48 Automobile).

## ADAM F. EBY & ASSOC.

336 Andrews Bldg., Buffalo 2, N. Y.
Phone Madison 2922

Owner.....Adam F. Eby
Account Executives.....Catharine Walsh, Samuel E. Eby, Lillian Kirk.
*Radio Accounts*—Schreiber Brewing Co., Acme Radio & Electronics, Buffalo Hockey Club, Buffalo Football Club, 4th Annual Sports Show, Home Family Laundry, David J. Scott Co., Denton Cottlier & Daniels.

## EDELSTEIN-NELSON ADV. AGENCY, INC.

27 East Monroe St., Chicago 3, Ill.
Phone, ANdover 3-3867, DEarborn 2-5976
ABP—PPA

President .....Edward Edelstein
Vice-Presidents.....Lloyd C. Nelson, W C. Kauer.
Secretary.....L. M. Friedman
Radio Director.....Lloyd C. Nelson
TV Director.....Edward Edelstein
*Radio Accounts*—Chicago Slip Cover Co., Koruna Savings & Loan.

## ELLINGTON & CO., INC

535 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 7-4300
NOAB—ANPA—PPA—APA

President.....Jesse T. Ellington
Vice Presidents.....Theodore S. Strong, Hyland L. Hodgson, Charles R. Marshall, Chauncey L. Landon.
Dir. of Radio-TV.....Hal James
Radio Time Buyer.....Daniel Kane
*Television Account* — Celanese Corp. of America.

## ELLIS ADVERTISING CO.

2500 Rand Bldg., Buffalo 3, N. Y.
Phone CL 0422
ABP—ANPA—NOAB—PPA

Partners.....Michael F. Ellis, Jr., Jerome R. Ellis.
Radio Director.....Caesarina Cardarelli
Television Director.....Gordon Cole
*Radio Accounts* — Basil Theaters, Buffalo Optical Co., Simon Greenbaum Clothing, John Henrich Co., Italian & French Wine Co., Niagara National Bank, Western Savings Bank, Davids Home Furnishings, City Service Taxi Co., Kensington Savings & Loan Assn, Old Barn, DiBello Pontiac Motors, Rosinski Furniture Stores, Nemmer Furniture Stores, B & B Clothing Co., Mel's Clothing, Sidney Mursten Furs, Loonsk Bros. Dry Cleaning, Drewry's Brewery, Kensington Business Men's Assn., Jefferson Business Men's Assn., First Federal Savings & Loan Assn. of Kenmore.
*Television Accounts* — Rosinski Furniture Stores, Loonsk Bros. Dry Cleaning, Bredenberg Distributing Co. (Drewry's Brewery),

Household Outfitting Co., Western Savings Bank, Niagara National Bank, Buffalo Optical Co., Bredenberg Distributing Co. (Labatt's Ale and Beer).

## ROBERT J. ENDERS ADVERTISING

1415 K St., N. W., Washington 5, D. C.
Phone Executive 5834

President.....Robert J. Enders
Account Execs. .....William F. Fitzgerald
Leonard R. Rennie, John K. Espey, Robert J. Enders.
Radio-TV Dir.....John Barnes
Copy Chief.....Raine Bennett
Animation Dir.....Gene Tourville
Film Director .....Richard Lyford
Director of Photog.....Sam Rosenberg

*Branch Office*

1420 Walnut Street, Philadelphia, Pa.
Manager .....Howard Enders

*Radio Accounts* — Veterans of Foreign Wars, Georges Radio & Tele Co., Koolvent Metal Awning, Dupont Theater, National Association of Chiropodists, D. Zoslow Enterprises, Kopy Kat Women's Wear Chain, House of Fabrics, Occidental Restaurants, Government Services Inc., Equitable Credit Co., Autopen Co., Capital Areal Co., Hubbard House Restaurants, Copp Advertising, Briggs Flirtations Co., Home Appliance Co., Al's Motors, Scott Jewelers, Chevy Chase Realty, Irby Jewelers, National Institute of Commerce & Technology.

*Television Accounts*—Admiral Corp., Snellenburg, Gimbels, Lit Brothers, Pierce-Phelps Distributors, Georges Radio & Television Co., Golden Star, Cody's, Simon Distributing Co., Koolvent Metal Awning, Occidental Restaurant.

## ENGEL ADVERTISING, INC.

185 N. Wabash Ave., Chicago 1, Ill.
Phone State 1366-7
ANPA—PPA—APA—NOAB

President & Treasurer...Frank L. Engel, Jr.
Vice-Pres. & Sec.....M. L. Engel
Art Dir. & Copy Dir.....A. A. Lausmann
Radio Time & Space Buyer....Ann Lindgren

*Radio Accounts*—House of David, Stahelin's Nursery, Superior Match Pants Co., Westhauser Nurseries.

## ENNIS-ANDERSON ADV. AGENCY

Anglo Bank Bldg., Fresno, Calif.
Phone 32613
CNPA

Pres. & Prod. Mgr.....E. E. Anderson
Vice-Pres. & Space Buyer.....Frank Ennis
Art Director.....Axel Rasmussen
Radio Director.....Lon McAdams

*Radio Accounts*—Midget Auto Race Assoc., National Dollar Stores, Roth Furniture Co., Fresno Macaroni Co.

## EQUITY ADVERTISING AGENCY

113 W. 42nd St., New York 18, N. Y.
Phone BRyant 9-0060
ANPA—APA—ABP

Partners...David H. Boxer, Irving Weinberg
Production Manager.....John Hedman
Radio Time Buyer.....Roy Spector

## ERWIN, WASEY & CO., INC.

Graybar Bldg., 420 Lexington Ave.,
New York 17, N. Y.
Phone LExington 2-8700
AAAA—ANPA—PPA—NOAB—
OAAA—APA

Chairman of the Board.....Louis R. Wasey
President.....Howard D. Williams
Vice-Pres.....George E. Wasey
Sec.-Treas.....James F. O'Connor
Radio-TV Dir. (L.A.).....C. H. Cottington
Asst. Radio-TV Dir. (N.Y.).....Joe Brattain
Time Buyer.....Raymond Sims
Radio Producers.....Charles F. Lowe,
John Halpern

*Branch Offices*

Erwin Wasey & Co., Ltd.
230 N. Michigan Ave., Chicago, Ill.
Manager.....L. R. Northrup
5225 Wilshire Blvd. Los Angeles, Calif.
Manager.....Glen Jocelyn
Rand Tower, Minneapolis 2, Minn.
Manager .....Mac Martin
First Nat'l. Bank Bldg., Oklahoma City, Okla.
Vice-President.....Harold Halsell
1121 St. Katherine St. West, Montreal, Canada
Managing Director.....Carl D. Dennis, Jr.
1170 Bay St., Toronto, Ont., Canada
Manager.....Ralph L. Lawson

*Radio Accounts*—Lydia E. Pinkham Medicine Co., Musterole Co., The Barbasol Co., Consolidated Cigar Co., Carnation Co., Acme Flour Mills, Albers Milling Co., Peter Fox Brewing Co., Zonite Products Corp., S. C. Johnson & Sons, Inc., Nash Coffee Co., Salisbury & Saterlee Co., Anderson-Pritchard Oil Corp., Kreml Hair Tonic & Shampoo, K-R-O Co., Pertussin, Jacob Riess Bottling Works, Inc., McCall-Frontenac, California Bank, McCoy Products, Inc., Nutone, Inc., Daggett & Ramsdell Olive Tablet Co.

## BENJAMIN ESHLEMAN CO.

1522 Locust St., Philadelphia 2, Pa.
Phone KI 5-2590
ANPA—PPA

President.....Benjamin Esheleman
Exec. Vice-Pres.....J. J. D. Spillan
Sec. & Prod. Mgr.....W. J. Collopy
Radio Time Buyer & Radio Dir.
L. H. Greenhouse

*Radio Accounts* — Commonwealth of Pa. Dept. of Commerce, Commonwealth of Pa. Dept. of Revenue, Lee Tire & Rubber Co., Smith Kline & French Laboratories.

## WILLIAM ESTY & CO., INC.

100 East 42nd St., New York 17, N. Y.
MUrray Hill 5-1900

*Radio TV Department*

VP Chg. Radio-TV.....Thos. D. Luckenbill
Vine & Selma, Hollywood 28, Calif.
Chief Execs....Don Bernard, Andrew Potter
*Radio Accounts*—Colgate - Palmolive - Peet Co., R. J. Reynolds Tobacco Co., Piel Bros.
*Television Accounts* — Colgate-Palmolive-Peet Co., R. J. Reynolds Tobacco, Piel Bros.

## EVANS ADVERTISING AGENCY

322½ S. Sixth St., Springfield, Ill.
Phone 2-2090

Owner & Manager.....Clarence R. Evans
Treasurer .....Velma Evans
Art Director.....John Robert Work
Continuity Director.....Mary Lou Evans
Radio Producer .....Velma Evans
*Radio Accounts* — L. B. Bell Fur Co., Bootery, Bridge Jewelry, Inc., Camera Shop, Capital City Motors, Community Bakery, Constantino Packing Co., Frostie Bottling Co., Ideal Creamery, Home Appliances, Inc., Licek Crane (Potato Chips), Lloyd's Cleaners, L. & L. Sales Co., Kennedy Laundry & Cleaners, Music Shop, Piggly Wiggly (Fisher Grocery Co.), Peterson's Rose Butter, Ray's Brand Products, Seek-DeVault Paint Mfg. Co., Senate Theater, Sangamon Dairy, St. Nicholas Hotel, Springfield Motors, Inc., Springfield Refinoil Company, Terra Plaza, Y-B Food Market, Harold Frehn, Inc.

## ALBERT EVANS ADVERTISING

909 Dan Waggoner Bldg., Ft. Worth 2, Tex.
Phone 3-9521
ABP—NOAB—ANPA—APA—SNPA—NAAN—PPA

Acct. Execs. .....Albert Evans, Jr.
Gordon Teague, Dorothy Cantrell, Gene M. Lightfoot.
Art Director ..... Jud Acker
Production Mgr.....Mary Lou Slay
*Radio Accounts*—Ellison's Furniture Co., Foremost Dairies (Southwestern Division), Premier Oil Refining Co. of Texas, Terminal Grain Co., Texas Motors, Williamson Dickie Mfg. Co., Auto-Rent, Inc.

## LAWRENCE I. EVERLING, INC.

1700 Walnut St., Philadelphia 3, Pa.
Phone Pennypacker 5-7927
ABP—ANPA—APA—AAAA
NOAB—ABC

President.....Lawrence I. Everling
VP Radio Dir. & Buyer Radio Time
Frank J. Crockery
Sec. & Dir. of Art.....Reynold Abbruzi
*Radio Accounts*—Petroleum Heat & Power Co., Mrs. Smith Pie Co.

## H. W. FAIRFAX ADV. AGENCY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-8680
ANPA—APA—PPA

President & Treasurer.....Natt S. Ensler
Art Director.....Bernard Katz
Radio Dir. & Space Buyer...Janice Hamilton
Account Executives.....R. Block,
M. E. Ensler, Seth D. Tobias.
*Radio Accounts*—Mayfair Ice Cream Co., New Oyster Bay Restaurant.

## FEDERAL ADVERTISING AGENCY, INC.

385 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 8-4200
AAAA—ABP—NOAB—ANPA—PPA
APA—ABC—BMB

President ..... Gordon E. Hyde
V.-P. & Radio-TV Dir..Francis C. Barton, Jr.
V.-P. & Art Dir. .....Douglas Boyd
V.-P. & Dir. Drug Merch'g.Kenneth B. Hurd
V.-P. & Copy Chief ..... Joseph Leopold
V.-P. & Dir. Pub. Rel. . . Thomas P. McMahon
V.-P. & Acct. Exec. ..... Kenneth W. Plumb
V.-P. & Acct. Exec. ..... Jules B. Singer
V.-P. & Acct. Exec. ..... Charles G. Wright
V.-P. & Dir. Research.Dr. Wallace H. Wulfeck
Radio-TV Time Buyer..Penelope A. Simmons
Radio-TV Copywriter.....Pat Bartels
Radio-TV Copywriter.....Ken Kear
Asst. to Radio-TV Dir.
George M. Burbach, Jr.
Asst. to Time Buyer.....Jacqueline Ruta
Vice-Pres.-Dir. of Tele..Francis C. Barton, Jr.
*Radio Accounts* — Lever Brothers Co., American Safety Razor Corp. (Gem), Dixon Ticonderoga Pencils, John F. Trommer, Inc., Durkee Famous Foods, General Cigar Company, Harriet Hubbard Ayer, Inc., Gerber Prods. Co., Barbizon Corp., Stromberg-Carlson, Lily of France, Publix Shirt Co.
*Television Accounts* — American Safety Razor Corp. (Lighter), John F. Trommer Inc.

## HARRY FEIGENBAUM ADVERTISING AGENCY

2011 Walnut St., Philadelphia 3, Pa.
Phone LOcust 4-1536
ANPA—PPA—NOAB

Partners..Harry Feigenbaum, David Wermen
Radio-TV Director.....Erwin Rosner
*Radio Accounts*—Grabosky Bros. (Royalist Cigars), B. S. Pincus Co. (Yankee Maid Meats),Laundry Board of Trade of Phila. (Laundry Service), Federal Savings & Loan Assns. of Phila. (Savings Institutions), Hardwick & Magee Co. (Rugs & Furniture), Cumberland Brewing Co. (Old Export Beer), J. W. S. Delavau Co. (Cough Medicine), Phila. Daily News (Newspaper).
*Television Accounts*—Pontiac Dealers Assn. of Phila., B. S. Pincus Co. (Yankee Maid),

The Arrow Store (Men's Store), Sam Gerson (Men's Store), Reliable Motors, Inc. (Pontiac Dealer), Grabosky Bros. (Royalist Cigars).

## ROBERT FELDMAN, INC.

878 Seventh Ave., New York 19, N. Y.
Phone COlumbus 5-3642

Pres. & Radio Time Buyer...Robert Feldman
Vice-President.....Bell Michaels
Copy Chief & Radio Dir.....Lorraine Barton

*Radio Accounts* — China Doll Night Club, Park Central Hotel, Versailles Restaurant, Palisades Amusement Park, Wivel Restaurant, Village Barn, Jack Dempsey's Rest., Nevele Country Club, Singapore Restaurant, Chatean Martin Wines, Club Ebony, Royal Roost, Harem Night Club, Youngs Gap Hotel, Maurella Product (Perfume).

## FELLOWS-BOGARDUS ADVERTISING

410 Larned Bldg., Syracuse 2, N. Y.
Phone 2-2197-8
ABP—APA

Pres. Space & Radio Time Buyer
Byron F. Fellows, Jr.
Vice-President.....T. Elmer Bogardus
Secretary & Treasurer.....Marjorie Hughes

*Radio Accounts*—Kelley Baking Co., Merchants National Bank & Trust Co., Moore & Quinn Brewery, Pepper Fishing Rod & Tackle Corp., WNDR, Radio Station.

## COURTLAND D. FERGUSON, INC.

National Press Bldg., Washington 4, D. C.
Phone National 7713

President.....Courtland D. Ferguson
Sec.-Treas.....Lucille Pierce Ferguson
Radio-TV Dir.....J. A. Holt
Radio Time Buyer.....Patricia Brennan
Account Executives...Marshall R. Worcester, Philip Martin

*Branch Offices*

525 North Charles Street, Baltimore, Maryland
Manager .....George Ross
Life Ins. Co. of Va. Bldg, Richmond, Virginia
Manager .....Frank G. Christian

*Radio Accounts*—L. S. Briggs, Inc, Schindler Peanut Products, Inc., Mann's Potato Chip Co., Smith-Douglass Co., James G. Gill & Co., Smith's Storage Co., Security Storage Co., Lincoln Warehouse Co., Manbeck Bread Company, High's Ice Cream Co., Highland Farms Dairy, Little Tavern Shops, Tip Corp. of America, John H. Dulany & Son, Inc.

*Television Accounts*—L. S. Briggs, Inc., Schindler's Peanut Products, Inc., Mann's Potato Chip Co., Little Tavern Shops.

## LAWRENCE FERTIG & CO., INC.

149 Madison Ave., New York 16, N. Y.
Phone MUrray Hill 9-7100
ANPA—PPA—APA—NOAB—ABP

President & Treasurer.....Lawrence Fertig
Radio-TV Dir., Time Buyer..Henry Bretzfield
Exec. Vice-Pres. & Sec.....Alexander Slavitt
Vice-President .....Philip Lukin
Account Execs.: Curtis C. LeWald, J. B. Morse, Lawrence Wizzer, Henry Bretzfield
Space Buyer.....Miss Selma Crosswirth
Art Director.....Stanley Dusek
Production Manager.....Kenneth Miller

## ROBERT G. FIELDS & CO.

1100 Warner Bldg., Nashville 3, Tenn.
Phone 6-1977
PPA—SNPA—ABP—APA

President-Treasurer.....Robert G. Fields
Secretary.....A. Ferguson
Account Exec.....W. R. Culbertson

*Radio Accounts*—Robert Orr & Co. (Hermitage Coffee), First Federal Savings (Savings accounts), St. Bernard Coal Co. (Coal), Cherokee Mills (Flour), Nashville Dairy Council (Milk), Nashville Pure Milk Co. (Milk).

## JOHN A. FINNERAN, INC.

1475 Broadway, New York 18, N. Y.
Phone BRyant 9-1290

Pres. & Secy.....John A. Finneran
V. P. & Treas.....Honoria Finneran
Asst. Treas.-Gen. Mgr.....H. B. Pettengill
Art Dir.....K. Elmore
Chief Copywriter.....D. Anscombe
Space & Time Buyer.....E. Pryde
Acct. Execs.....Curtis I. Brown, G. White, B. Silon, F. Quinn, Dayton M. Jones.

*Radio Accounts*—DeSoto Beach Hotel & Cabana Club, Heaton Hall, Hollywood Academy, Nora Shops, Red Lion Inn, St. Moritz Hotel (Lake Placid), United Air Lines.

## FIRESTONE-GOODMAN ADV. AGENCY, INC.

445 Loeb Arcade, Minneapolis 2, Minn.
Phone Main 4393
ANPA—APA

President.....Allan L. Firestone
V.-P.-Treas. ..... Archie Goodman
Sec. ..... R. S. Firestone

*Radio Accounts* — (Local).

## M. M. FISHER ASSOCIATES

134 N. La Salle St., Chicago 2, Ill.
Phone Central 6-1610-11
ANPA

Owner.....Jack L. Fisher, Sr.
Co-Owner.....Jack L. Fisher, Jr.
Radio Time Buyer.....Dana White

*Radio Accounts* — Contractor's Equip Serv., Sol Lesser Productions, Andrew Stone Prods., Trav-Ler Radio Corp., 20th Century-Fox Film Corp., United Artists Corp., Universal Pictures, Vanguard Films, Inc., Warner Bros., Lester Cowan Prods., Shubert Theaters, Hilton Hotels, Bell Savings & Loan

Assoc., Greater Chicago Hotel Association, Cook County Central Democratic Committee, Geo. S. May Co., Tam O Shanter Country Club, Balaban & Katz Corp.

## FITZGERALD ADV. AGENCY

833 Howard Ave., New Orleans 12, La.
Phone Canal 9871
AAAA — ANPA — PPA — SNPA
APA — ABP — NOAB

Partners.....Joe L. Killeen, Joseph H. Epstein.
Partner, In Chg. Copy.....Roy M. Schwarz
Partner, In Chg. Media & Markets, Leonard Gessner
Partner & Art Dir.....E. W. Rector Wootten
Partner & Production Mgr...Warren G. Posey
Media Dir.....Harley B. Howcott
Acct. Exec.....Donald H. Halsey
TV. Dir. ....Roy M. Schwarz, Tom Newman

*Radio Account*—Wesson Oil & Snowdrift Sales Co., Blue Plate Foods, Inc., Dixie Brewing Co., H. G. Hill Stores.

*Television Accounts* — H. G. Hill Stores, Dixie Brewing Co.

## FLACK ADV. AGENCY, INC.

1110 Hills Bldg., Syracuse 2, N. Y.
Phone 2-3129
ABP—ANPA—PPA—AAAA—NAAN

President.....John B. Flack
Secretary.....Florence O. Miller
Treasurer ..... J. K. Bowman
Account Executives ..... Claire Evans
Arnold T. Bowden, William P. Conklin, Grover H. Hubbell.

## FOLEY ADVERTISING AGENCY

1012 NBC Bldg., Cleveland 14, Ohio
Phone Cherry 1490

President & Radio Director..Robert B. Foley
Secretary-Treas.....Helen M. Little

*Radio Accounts*—I. J. Fox, Inc., The Stearn Co.

## RICHARD A. FOLEY, ADV. AGENCY, INC.

1528 Walnut St., Philadelphia 2, Pa.
Phone Kingsley 5-1560
ABP—ANPA—APA—PPA—AAAA
ABC—NOAB

President ..... Charles H. Eyles
1st V.P., Sec.-Treas.....Lee E. Hood
V.-P. & Dir. of Merchandising.Jerome B. Taft
V.-P. & Dir. Research.....Russell Gray, Jr.
Asst. Sec'y-Treas. & Media Dir. Wesley Winning
Radio-TV Director.....James L. Tabor
Copy Director ..... Raymond Barr
Art Director ..... Earle Steiert
Mech. Production Mgr....Edward G. Griffiths
Office Manager.....Catherine E. Gibbons

*Radio Accounts*—Abbotts Dairies, Inc., Abbotts Cream Cheese, Abbotts Ice Cream, Beneficial Saving Fund, Cloverdale Spring Company, Freihofer Baking Company.

## FOOTE, CONE & BELDING

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-6600
AAAA—ANPA—ABP—PPA—APA—ABC

President.....Emerson Foote
Chairman of the Board.....Fairfax Cone
Chairman Exec. Comm.....Don Belding
Secretary-Treasurer.....William R. Sachse

*New York Office*

President.....Emerson Foote
Exec. Vice-Pres.....William E. Berchtold
Vice-Pres. and Gen. Mgr.....M. P. Franceschi
V.-P. Media and Research..Sherwood Dodge
Dir. of Radio.....Thomas McDonnell
Dir. of TV.....Roger Pryor
Radio Business Mgr.....Lillian Selb
Director of Publicity.....George Wolf

*Chicago Office*

919 N. Michigan Ave., Chicago 11, Ill.

Chairman of Board.....Fairfax M. Cone
Executive Vice President.....J. H. E. Davis
Secretary and Treasurer...William R. Sachse
Radio Business Manager.....Harry Dieter
Radio Production Mgr.....James Fonda
Radio Time Buyer.....Genevieve Lemper

*Los Angeles Office*

601 W. Fifth St., Los Angeles 13, Calif.

Chairman Exec. Com.....Don Belding
Executive Vice-Pres.....William J. Pringle
Business Manager.....Eugene Duckwall
Radio Time Buyer.....J. H. Scruggs

*San Francisco Office*

235 Montgomery St., San Francisco 4, Calif.

Vice-Pres. and Mgr.....Ford Sibley
Radio Time Buyer.....Virginia Cain

*Hollywood Office*

6117 Sunset Blvd., Hollywood 28, Calif.

Vice-President.....Robert Ballin
General Manager.....C. Burt Oliver

*Radio Accounts* — Alexander, Ben; Amend Company, Fred W.; American Piano Manufacturers Association, Argosy Pictures, Armour and Company, Beatrice Foods Company, Carter Products, Inc., Disney Productions, Walt, Frigidaire Division (General Motors Corp.), General Foods Corporation, Hall Brothers, Inc., Hat Research Foundation, Inc., International Latex Corp., Lockheed, New York Central System, Pepsodent Division (Lever Bros. Company), Purex (product), Rheem Manufacturing Company, RKO Radio Pictures, Inc., RKO Theatres, S&W Fine Foods, Inc., Security-First National Bank of Los Angeles, Sierra Pictures, Inc., Southern Pacific Railroad, The Toni Company, Trend (product), Union Oil Company of California, Van Raalte, Inc.

*Television Accounts* — Argosy Pictures, Liebmann Breweries, Inc., Marshall Field & Company, RKO Radio Pictures, Inc., Security-First National Bank of Los Angeles, Union Oil Company of California.

## FORD & DAMM ADV. AGENCY

918 11th St., Sacramento 14, Calif.
Phone 2-3645
APA

President.....M. J. Ford
Secretary-Treasurer.....Harry Coats
Art Director.....William Goliey
Radio Time Buyer & Radio Dir...Bill Queale
*Radio Accounts*—Continental Nut Co., El Dorado Brewing Co., Old Home Bakers, Paramount Seed Co., Sacramento Frosted Foods Co., 7 Up Bottling Co.

## FORT & COMPANY

Wilder Bldg., Charlotte 1, N. C.
Phone 4-7122
SNPA

President.....John L. Fort
Secretary.....Mrs. Ruby Black
Art Director.....William Bain
*Radio Account*—Kennedy Laboratories, Inc. (The Kennedy Formula).

## ALBERT FRANK-GUENTHER LAW, INC.

131 Cedar St., New York 6, N. Y.
Phone COrtlandt 7-5060
ANPA—PPA—ABP—NOAB—APA—ABC

Chairman of the Board....Emmett Corrigan
President.....Frank J. Reynolds
First Vice-President & Treasurer
Victor J. Cevasco
Vice-Chairman-General Mgr.
Harold E. Maples

*Branch Offices*

10 Post Office Square, Boston 9, Mass.
Packard Bldg., Philadelphia 2, Pa.
1 La Salle St., Chicago 2, Ill.
235 Montgomery St., San Francisco 4, Calif.

Acct. Exec.....Lucrezia Kemper
*Radio Accounts*—Merrill, Lynch, Pierce, Fenner & Beane, Noma Electric.

## FRANK & HOLLINSHEAD, INC.

Fox Theater Bldg., Detroit 1, Mich.
Phone Randolph 6220
ABP—ANPA—APA—PPA—NOAB

Pres., Treas. & Copy Chief.....E. G. Frank
V.P., Radio Dir. & Radio Time Buyer
M. A. Hollinshead
Research Dir.....D. R. Hodgins
Art Dir. & Prod. Mgr.....J. S. Chandlee
Space Buyer.....Mrs. M. A. Youngs
Account Executives.....E. G. Frank, M. A. Hollinshead, D. R. Hodgins.

## FRANKE-WILKINSON-SCHIWETZ & TIPS, INC.

455 Carolina St., Houston 2, Tex.
Phone BEacon 3-9301
ANPA—APA—NOAB—ABP—AAAA

President.....P. C. Franke, Jr.
Exec. Vice-Pres.....K. Tips
Vice-Presidents.....J. B. Wilkinson, E. M. Schiwetz.
Vice-Pres.-Sec.....D. K. Williams
Radio Time Buyer.....Gene Heard
*Radio Accounts* — First National Bank, KXYZ Radio Station, Rettig's Ice Cream Co.

## JONES FRANKEL CO.

180 N. Wabash Ave., Chicago 1, Ill.
Phone DEarborn 2-5745
NOAB—ABP—ANPA—APA—PPA

President ..... Jones B. Frankel
Exec. V.-P. .....A. G. Gaines
Public Relations ..... Ben Rubin
Spec. Promotions ..... Ira L. Morton
Prod. Manager ..... Gladys R. Arnold
Time Buyer ..... Helen Eich
Research Dir. ..... Alice Houghton
Radio-TV Director ..... Lew Sanders
*Radio Accounts*—Shaw Jewelers, Holland's, Lion Chemical Co., Terman's, Stromberg-Carlson, Standard Motors, Rolin Sales, Valmor Prod., General Camera Co.
*Television Accounts* — Fox De-Luxe Beer, Terman Tele Sls., L & H Range, Blackstone, Stromberg-Carlson, Allen & Bradford, Commercial Tire & Supply Co., World's Hobby Exposition, Admiral Corp., Tomaso Inc., Rosin-Starr, General Camera Co.

## ROBERT FRANKLIN & ASSOCIATES

Fulton-Fresno Bldg., Fresno 1, Calif.
Phone 4-6566

Gen. Partner.....Robert Franklin
Sec.-Treas.....J. Schmeiser
General Manager.....H. Braze
Radio Dir. Radio Time Buyer & Space Buyer
R. C. Franklin, Jr.
Art Director.....Tom Dyer

## THE FREDERICK-CLINTON CO., INC.

545 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-7433
ABP—PPA—ANPA—NOAB

Pres. & Art Dir.....Frederick C. Burger
Sec. & Copy Chief.....R. S. Buckbinder
Treas. & Media Director.....H. S. Rieff
Radio-TV Dir.....James Bennett
*Radio Account*—The Coward Shoe.

## CURT FREIBERGER & CO.

314 Cooper Building, Denver 2, Colo.
Phone Alpine 2048
ANPA—ABP—APA—NAAN

President.....C. J. Freiberger
Art Director ..... Gene Ellis
Account Executive ..... Kent Thomas
Copy Writer ..... Ingrid Wallin
*Radio Accounts*—Central Bank & Trust Co., Tivoli Brewing Co., Brecht Candy Co., Toner's Peanut Butter, Colorado Potato Flake Mfg. Co., Securities Credit Corp., Sears Roebuck & Co., Associated Grocers of Colo., Conway-Bogue Realty Co., Burns Realty & Trust Co., Wildgrube Decorating Co.

## AD FRIED ADVERTISING AGENCY

318 15th St., Oakland 12, Calif.
Phone Higate 4-6580
(*For Complete Listing See Page* 135)

## FREITAG ADV. AGENCY

988 Spring Street N.W., Atlanta 5, Ga.
Phone HEmlock 1345
ABP—ANPA—APA—NOAB—PPA—
SNPA—BMB

Proprietor ..... J. V. Freitag
Art Director ..... H. J. Torgesen
Traffic Mgr. ..... M. K. McGowan
Office Mgr.....R. W. Wallace
Copy Chief ..... Harry Binford
Acc't Exec., Radio-TV Dir...Norman Frankel
*Radio Accounts* — Columbia Baking Co., Walton Rice Mill, Inc.

## OAKLEIGH R. FRENCH & ASSOCIATES

4235 Lindell Blvd., St. Louis 8, Mo.
Phone Newstead 0037
AAAA—ABP—NOAB—ANPA—PPA
APA—NAAN

Partner.....Oakleigh R. French
Partner.....Mazie G. French
Dir. Consumer Mdse.....G. Gordon Hertslet
Account Executives.....Kenneth J. Bayer, Al Maescher, Jr., C. Sewell Pankman.
Dir. Client Service.....Richard C. Lynch
Radio Director.....Al Maescher, Jr.
*Radio Accounts* — Mercantile Commerce Bank & Trust Co., Dixie Mills, Phelan-Faust Paint Co., H. P. Coffee Company, St. Louis Federal Savings & Loan Assn., Meletio Sea Food Company, Luber-Tone, Inc., Medart Auto Electric Co.

## HARRY M. FROST CO., INC.

260 Tremont St., Boston 16, Mass.
Phone LIberty 2-0813
ANPA—PPA—APA

President.....Karl M. Frost
Exec. V.P.-Treasurer.....Harry M. Frost
Asst. Treas.....Florence A. Dondero
Secretary.....Harvey P. Newcomb
Pro. Mgr. & Space Buyer..Harold E. Bessom
Newspaper Space Buyer.....Anna V. Turner
Radio-TV Director & Time Buyer, Harvey P. Newcomb
*Radio Accounts* — Durkee Mower, Inc., Supreme Wine Co., Eastern Racing Assn., Campbell Fairbanks Expositions, Genoa Packing Co., Boston Yanks, Eldred & Barbo.

## FULLER & SMITH & ROSS, INC.

71 Vanderbilt Ave., New York 17, N. Y.
Phone MUrray Hill 6-5600
AAAA — ANPA — PPA — ABP
APA—NOAB—ABC

Chairman of the Board.....John Wiley
Executive Vice-Pres.....E. L. Andrew
Sec.-Treas. .....C. C. Reidenbaugh
Radio Director.....Lee Williams
Mgr. Media Dept.....George Trimble

*Branch Offices*

1501 Euclid Ave., Cleveland 15, O.
President.....Allen Billingsley
Exec. Vice-Pres.....E. L. Andrew
Mgr. Media Dept.....W. J. Staab
105 W. Adams St., Chicago 3, Ill.
Vice-President.....Ed Lauesen
*Radio Accounts*—Burkhardt Brewing Co., Pennzoil, Dougherty Lumber Co., Climalene, Commonwealth Shoe & Leather Co., Westinghouse Electric Co., (Lamp & Radio Divisions), Central National Bank, Charis Corp., Commercial Solvents Corp., Jonas Shops, Stauffer Restaurants, Aluminum Co. of America.

## FURMAN, FEINER & CO., INC.

117 W. 46th St., New York 19, N. Y.
Phone, BRyant 9-2927

President.....Norman Furman
Secretary.....Nathan Rothenberg
Vice-President.....Irving Gottlieb

## ANDREW GAHAGAN ASSOC., INC.

270 Park Ave., New York 17, N. Y.
Phone PL 9-2500
ABP—APA

Pres.-Treas. Radio-TV Dir..Andrew Gahagan
Vice-Pres.....Richard Stanton Rimanoczy
Time Buyer.....Margaret Deady
*Radio Accounts*—America's Furniture, Inc., Republican State Comm.

## GARDNER ADVERTISING CO.

915 Olive St., St. Louis 1, Mo.
Phone Garfield 2915
ANPA—AAAA

Vice-President ..... Elmer G. Marshutz
V.-P. Chg. of Media & Research, E. A. W. Schulenburg
Media Dir. ..... C. C. Humphrey
Radio-TV Dir. ..... Clarke Brown

*Branch Offices*

9 Rockefeller Plaza, New York 20, N. Y.
Exec. V.-P. ..... S. M. Ballard
V.-P. & Radio Dir.....Roland Martini
2531 Wilson Blvd., Arlington, Va.
V.-P. ..... Mark T. Martin
*Radio Accounts*—U. S. Army & U. S. Air Force, First National Bank, Pet Milk Sales Corp., Ralston Purina Co., St. Louis Public Service Co., Union Elec. Co. of Mo., H. C. Cole Milling Co., Lion Oil Co., Grove Laboratories, Inc., H. D. Lee Co., National Guard of the U. S., St. Louis Independent Pkg. Co., Union Biscuit Co.
*Television Accounts*—Union Elec. Co. of Mo.

## GARFIELD & GUILD ADV. AGENCY

45 2nd Street, San Francisco, Calif.
PPA—ANPA—NOAB—ABP—NAAN
AAAA—APA—SNPA—BMB

President.....Sidney Garfield
Exec. Vice-Pres.....Walter Guild
Copy Chief.....David Bascom
Art Director.....Dan Bonfili
V.-P., Radio-TV Dir.....William A. Morrison

*Branch Office*
9310 Hillrose Ave., Sunland, Cal.
Radio Prod. Mgr.....Les Mitchel

*Radio Accounts*—Alta Tea & Coffee, Chemicals, Inc., Consolidated Dairy, Graven-Inglis Baking Co., Kay Jewelry Co., Rev. Charles E. Lukens, No Doz Awakeners, Rosefield Packing Co., Blum Candy Co., Bear Creek Orchards, Strykers Soap Co., Milwaukee Furniture Co.

## W. W. GARRISON & COMPANY

400 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 8388
APA—ANPA—PPA—NOAB

President.....W. W. Garrison
Vice-President.....Brooks Middleton
Secretary & Space Buyer.....G. P. Schill
Vice-Pres. in Charge Radio....Tim Morrow
V. P. & Acct. Exec.....Earl Lines
Art Dir.....O'Coll Hanson

*Radio Accounts*—Florida Citrus Exchange, W. A. Sheaffer Pen Co. (foreign), Gibson Refrigerator Co., Spartus Camera.

## GEARE-MARSTON, INC.

21 S. 12th St., Philadelphia 7, Pa.
Phone Rittenhouse 6-3572
ABP—APA—PPA—AAA—ABC—
ANPA—NOAB

President.....Norman W. Geare
V. P.-Media Dir.....Frank C. Murphy
Secretary.....William G. Huckel
Treasurer.....Elizabeth A. Heath
Radio-TV Dir.....Richard Nicholls
Acct. Execs.....John E. Rooney, John W. Claghorn, Howard F. Kairer, Michael H. Sloman, J. Ross Pilling, Jr.

*Branch Office*
420 Lexington Ave., New York 17, N. Y.
Vice-Pres.....Charles S. O'Donnell

*Radio Accounts*—Dorance & Co., Electric Storage Battery Co., Knife Crafters, Inc., Lester Lee Labs., Inc., Penn Mutual Life Insur. Co., SKD Industries, Strawbridge & Clothier, Western Savings Fund Soc.

## JOSEPH R. GERBER CO.

1305 S. W. 12th Ave., Portland 1, Ore.
Phone Broadway 0515
AAAA—ABP—NOAB—ANPA
PPA—APA

President.....Joseph R. Gerber
V. P. & Radio Dir.....Chas. H. Devlin
Media Dir.....Geo. E. Clinton
Production.....Jack Lockie
Art Director.....Henry Lee, Jr.
Copy Chief.....Dean Pollock
Account Execs.....Chas. H. Devlin, Douglas Powell, Vernor M. Schenck, II, William MacGibbon.

## GERTH-PACIFIC ADV. AGENCY

68 Post St., San Francisco 4, Cal.
Phone, GARfield 1081
AAAA—APA—ABP—ANPA—NOAB

Owner.....E. P. Gerth
Account Executives.....J. W. Clark, R. Hendrickson
Media Director.....Pat Reid
Production Manager.....E. J. Thomas

*Branch Office*
5319 Hollywood Blvd., Hollywood 27, Calif.
Manager ..... Orson Hauter

*Radio Accounts* — David D. Bohannon Orgn., Stringer Driver Moving & Storage Co., Calif. Fruit Products, Ltd.

*Television Account*—Calif. Fruit Products, Ltd.

## GEYER, NEWELL & GANGER, INC.

745 Fifth Ave., New York 22, N. Y.
Phone PLaza 2-5400

President .....Bertram B. Geyer
Exec. Vice-President.....H. W. Newell
Vice-Presidents.....R. M. Ganger, A. A. Surin, Vernon M. Welsh, C. A. Brocker, F. P. Reynolds, Jr., D. S. Shaw, E. F. Thomas, J. H. Sheldon, J. McQuigg.
Treasurer.....J. R. Kunz
Publicity Dir.....Edward F. Thomas
V.-P. & Radio-Tele Dir.....Donald S. Shaw
Production Manager.....Frederick A. Long
Traffic ..... Barbara Fishel

*Branch Offices*
Third Nat'l Bldg., Dayton, O.
Manager.....E. G. Frost
14250 Plymouth Rd., Detroit 32, Mich.
Exec. Contacts ..... Russell Manney, Kenneth Westervelt
Manager.....John McQuigg

*Radio Accounts* — Nash-Kelvinator Corp., Continental Oil Co., Lorillard Co., Knox-The-Hatter.

*Television Accounts* — Knox-the-Hatter, Nash-Kelvinator Corp.

## J. J. GIBBONS LIMITED

200 Bay St., Toronto, Ont., Canada
Phone Elgin 2111
ABC

President.....Mrs. J. J. Gibbons

Vice-Pres. & Gen. Mgr.....H. M. Tedman
Vice-Pres., Asst. Gen. Mgr. & Sec.-Treas. R. B. Pattison
Vice-Presidents.....R. A. Stapells, W. Kiehn
Radio Director.....Don Bassett

*Branch Offices*

924 Dominion Square Bldg., Montreal, Que.
Manager.....C. W. Cook
272 Scott Block, Winnipeg, Manitoba
Manager.....A. B. Johnston
204 Leader Bldg., Regina, Saskatchewan
Manager.....Stanley Wayte
Renfrew Bldg., Calgary, Alberta
Vice-Pres. & Mgr.....R. G. Smith
McDougall Court, Edmonton, Alberta
Manager.....J. H. Fulton
609 Province Bldg., Vancouver, B. C.
Vice-President.....Dave Crawford

## THE GIEZENDANNER ADV. CO.

3003 Louisianna, Houston 6, Tex.
Phone Keystone 3-7383

Owner.....C. J. Giezendanner, Jr.
Public Relations Dir.-Acct Ex....Bess Atmar
Copy Dir-Acct. Ex.....C. E. Parsons
Prod.-Acct Ex.....A. S. Black
Radio Dir.-Acct. Ex.....Maudeen Marks
Script Writer.....Lorena Henry
Clerical.....June Sims
Actor-Writer.....Bill Denny

*Radio Accounts*—Bill Williams, Earle North Buick Company, Earle North Goodyear Store, Pollyanna Shop, Union Bottling Works, Nueces Hardware, Flato's, Sakowitz Bros. Inc., Houston Fat Stock Show, Houston Hockey Club, Checking Counter South Texas Motors, Royal Tire Company, Royal Air-Conditioning, Loew's State Theatre, Sun-Up Ice Cream, Camellia Ice Cream, C. B. Delhomme, Marine Dis., Donaldson & Bass, Construction, Hou. Interlocking Tile, Fogle-West Funeral Home, Adlof Memorials, Braswell's Flower Gardens, Arrowhead Park, Mayan Ranch, LH7 Ranch, Yellowjacket Cafe.

## GILLHAM ADVERTISING AGENCY

220-228 Continental Bank Bldg.,
Salt Lake City 1, Utah
Phone 4-5516
ANPA—APA—ABP

President & Treasurer.....M. C. Nelson
Vice-Presidents.....J. Y. Tipton, Lon Richardson
Secretary.....Marjorie Farrell
Radio-TV Dir. & Acct. Exec....Victor V. Bell
Asst. Radio Dir.....Robert F. Rohlfing
Secretary ..... Enid Ogaard
Film Tech. ..... Richard V. Thiriot

*Radio Accounts*—American Packing & Provision. Chase, Jesse M. Cloverleaf Milk, Colville Ice Cream, Excelcis Beauty Products Co., Fisher Brewing Co., First Federal Savings & Loan Association, GE Dealers, Jackson Distributing Co., Montana Cereal Company, Motor Mercantile Co., Mountain Fuel Supply Co., Ogden First Federal Savings & Loan Ass'n, Petty Motor, Porter Macaroni Company, Royal Baking Company, Salt Lake City—Chamber of Commerce, Salt Lake Hardware Company, Streator Chevrolet Company, Union Pacific Railroad Co., Utah Finance Company, Utah Oil Refining Company, Utah Power & Light Company, Walker Bank & Trust Co., War Assets Administration, Western Colorado Power Co.

*Television Accounts*—Petty Motor, Utah Power & Light Company.

## GLASSER-GAILEY, INC.

301 So. Harvard Blvd., Los Angeles 5, Calif.
Phone Fitzroy 2141
AAAA—ANPA—PPA

President.....G. F. Glasser
Vice-President.....P. E. Gailey
Secretary-Treasurer....Howard W. Gambrill
Art Director.....C. S. Heizer
Traffic Manager.....Louise Ludke

*Branch Office*

De Young Bldg., San Francisco, Calif.
Manager.....Robert O. Davis

*Radio Accounts*—Ralphs Grocery Co., Austin Studios, Tropical Preserving Co., Bu-Tay Products, Ltd., Miller Honey, Chip Steak Company, Bluhill Foods, Inc., Huggins-Young Coffee Co.

## GLEW ADVERTISING AGENCY

517 Murray Bldg., Grand Rapids 2, Mich.
Phone 8-1848
ABP—ANPA

Owner & Operator.....Francis K. Glew

*Radio Account*—Valley City Milling Co.

## GOLDMAN & WALTER ADVERTISING AGENCY, INC.

36 State St., Albany 7, N. Y.
Phone 5-8864-5
ABP—APA

President.....Harry L. Goldman
Vice-President.....Eleanor Chatham Walter
Sec. & Radio Dir.....Louise Benay

*Radio Accounts*—John G. Meyers Dept. Store, Seven-Up Bottling Co. of Troy, N. Y., Roxy Cleaners & Dyers, Stone's Liquor Dist., Albany Garage Co., & Appliance Dist., Drive-In Auto Theaters, Green's Stationers, Standards Furniture Co. (Kingston-Troy).

## GOODKIND, JOICE & MORGAN

919 North Michigan Ave.. Chicago 11, Ill.
Phone SUperior 7-6746
AAAA—ANPA—PPA—ABP—APA

President .....Clyde M. Joice

V.-P. & General Mgr.....Harlow P. Roberts
V.-P. ..... Charles O. Puffer
V.-P. ..... Fred W. Swanson
Treas. & Copy Chief.....Garrick M. Taylor
Secy. & Media Dir....Florence A. Neighbors
Research & Mdse.....George B. Frank
Research & Mdse.....J. Alden Joice
Production Mgr. ..... Doris Monnette
Account Exec. ..... Henry Nathan

*Radio Accounts* — Service Stores, Inc., Planters Nut & Chocolate Co., Goldenrod Ice Cream Co., Planters Edible Oil Co., Hooker Glass & Paint Co., Jewel Tea Co., Inc., The Illinois Canning Co.

## GOTHAM ADVERTISING COMPANY

2 West 46th St., New York 19, N. Y.
Phone LUxemburg 2-2880
APA—ABP—ANPA—PPA—ABC

Chairman of Board.....G. E. Harris
President.....D. D. Sutphen, Jr.
Radio & Tele. Director.....Arthur A. Kron
Exec. Vice-Pres. & Treas....Arthur A. Kron
Secretary ..... C. H. Priest
Time Buyer.....Herman Krone

*Radio Accounts* — Hartley's Marmalade, 'Lutheran Hour, A. D. Juilliard & Co., Inc.

## GRAHAM GLADWIN

1166 Haight St., San Francisco 17, Calif.
Phone Klondike 2-1219

Account Exec.....Graham Gladwin
Sec. & Copy Chief.....Mabel Gladwin

*Radio Accounts*—Fred Benioff, Phillips Already Flour, Mission Carpet & Furn., Dependable Mattress, Pastene's Restaurant, San Francisco Glass, Alhambra Candy Co., Allied Sales Co., Associated Bedding, Pacific Coast Brands, Mar-Bud Food Products, Les Vogel Chevrolet.

## GREEN-BRODIE

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-9533
ANPA — PPA

Partner.....Julian P. Brodie
Partner.....Alan Green
Art Director.....Cecil Baumgarten
Production Directors.....Sidney Sawyer
Melford Brodie
Radio Consultant.....William S. Tedman
Radio Dir.....Tom D. Murray
T.V. Dir.....A. Elliott Novas

*Radio Accounts*—Pieter de Witt, Inc., The Viking Press, The New School, Castle Products Co.

*Television Account*—Teldisco, Inc.

## GREY ADVERTISING AGENCY, INC.

166 West 32nd St., New York 1, N. Y.
Phone CHickering 4-3900
ABP—ANPA—NOAB—APA—AAAA

President.....Lawrence Valenstein
Executive Vice-President.....Arthur C. Fatt
Radio-Tele Dir.....Richard Marvin
Time Video Buyer.....Harriet Belille

*Radio Accounts* — Lambert Bros., Van Heusen, Simplicity, Tussy, Hollanderizing Corp., A. Hollander & Sons, Inc., Jacques Kreisler, Grolier Society, Inc., B. V. D. Corp., Mojud, Ohrbach's, R. H. Macy & Co., National Silver Co., Foster-Grant, Gruen Watch Co., Mennen Co., Bernard Ullman, Schnefel, Shwayder, Hunter Douglas.

*Television Accounts* — Lambert Bros., B. V. D. Corp., Van Heusen, Gruen Watch Co., Jacques Kreisler Mfg. Corp., Disney, Inc., R. H. Macy & Co.

## THE GRISWOLD-ESHELMAN CO.

2700 Terminal Tower, Cleveland 13, Ohio
Phone Main 9484
AAAA—ANPA—PPA—APA—APB—NOAB
ABC

President.....Kenneth W. Akers
V. P. & Radio Director.....Earl R. Preble

*Radio Accounts*—Fleetwing Corp., B. F. Goodrich Farm Service Tires.

## JULIAN GROSS ADVERTISING AGENCY

11 Asylum St., Hartford 3, Conn.
Phone 7-7179
ABP—NAAN—ANPA

President.....Julian Gross
Sec. ..... John Battey
Production Manager.....Robert Honer
Media Mgr.....L. Harrison
V.-P. & Radio-TV Dir.....Ralph Kanna

*Radio Accounts*—(21 Local and Regional.)

## GUILFORD ADVERTISING AGENCY

350 Fifth Ave., New York 1, N. Y.
Phone, PEnnsylvania 6-8518
ANPA

Owner.....Frances G. Guilford
Space Buyer.....Amelia Pronko

*Branch Office*
812 Olive St., St. Louis 1, Mo.

## M. H. HACKETT CO.

9 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 6-1950
ABP — ANPA — PPA — NOAB

Owner.....Montague H. Hackett
Time Buyer.....Aida Stearns

*Radio Accounts*—Chatham Mfg. Co., Allied Plastics, Brewer's Best Assoc. Inc., Corday Parfum, Herbert Terryton Cigs.

## JOHN L. HALPIN ADVERTISING

208 State St., Schenectady 5, N. Y.
Phone 2-0492

Partners.....John L. Halpin, Marion G. Halpin
Copy Chief.....Lucienne Bivens
Production Chief.....Janet L. Riel
Art.....A. J. Hitchins

*Radio Accounts*—Chas. Freihoffer Baking Co., Jonathan Levi Co., Wallace Co.

## HANLY, HICKS & MONTGOMERY

500 Fifth Ave., New York 18, N. Y.
Phone LOngacre 5-5000

AAAA—ABP—ANPA—PPA—APA—NOAB
Board Chairman.....C. P. Hanly
President.....H. M. Montgomery
Secretary-Treasurer.....H. E. Lehman
V.-P. & Radio-TV Dir.....Wells Spence

*Branch Office*
Wallace-Ferry-Hanly Co.
430 No. Michigan Ave., Chicago 11, Ill.
President.....L. T. Wallace

## RALPH A. HART ADV.

1700 Walnut St., Philadelphia 3, Pa.
Phone Pennypacker 5-0837
ABP

Partner-Radio Dir.....Ralph A. Hart
Partner-Art Dir.....Leon Greenfield
Prod. Mgr.-TV Dir.....Alvin Schultzberg
Publicity Dir.....Stella B. Wexler
Account Executives.....Ralph A. Hart, Alvin Schultzberg.

*Radio Accounts*—Capital Tire Co., Chick Line Co., Glamour Shoe Co., Langhorne Speedway.

## HART-CONWAY CO., INC.

45 Exchange St., Rochester 4, N. Y.
Phone Main 2073-4
ANPA—APA—PPA—ABP

President & Treasurer.....H. Lyman Hart
Exec. Vice President....Harold E. Kennedy
Vice-President.....Joseph P. Brown
Secretary & Radio Dir.....John P. Street
Account Execs.....H. Lyman Hart, Harold E. Kennedy, Joseph P. Brown, John P. Street, E. Ward Phillips, John M. Nixon, Lawrence F. Luescher.

*Radio Accounts*—Blue Boy Dairy, Blue Bus Lines, Boller-Clark, Inc., F. Cappellino & Sons, Crescent-Puritan Laundry, Crouch & Beahan Co., Gulf Oil Corp. (Rochester), Genesee Conservation League, Genesee Valley Trust Co., Genesee-Monroe Racing Assoc., Hallman Central Chevrolet, Haxton Canning Co., Levis Music Stores, Powers Hotel, J. H. Rae Oil Co., Inc., Security Trust Co., Henry Siebert & Sons, Standard Brewing Co., Veteran Foods, Inc., Wegman's Supermarkets, Wolk Brothers Co., Inc., Bickford Bros. Co.

## GEORGE H. HARTMAN CO.

307 North Michigan Ave., Chicago 1, Ill.
Phone State 0055
ANPA — PPA — APA — ABP — NOAB

President.....George H. Hartman
Vice-President.....Edwin Cahn
Secretary-Treasurer.....Frank R. Hartman
Radio Director.....Thomas Kivlan

*Radio Accounts*—M. J. Lanahan, Neumode Hosiery Co., Nash-Underwood, Chicago Tribune.

## HAZARD ADVERTISING CO.

295 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 7-7880
ABP—ANPA—PPA—APA

President.....Herbert Peck
Vice-President.....Donald B. Foresman
Publicity Director.....H. P. Quadland
Production Manager.....Raymond Lynch
Art Director.....Mitchell Havemeyer
Account Execs.....J. C. Lucas, J. Cornwell, G. Logan, W. Mordwin.

## HENRI, HURST & McDONALD, INC.

520 N. Michigan Ave., Chicago 11, Ill.
Phone SUperior 7-3000
ANPA—PPA—APA—ABP—NOAB

Chairman of Board of Dir..W. D. McDonald
President.....W. B. Henri
Secretary.....A. M. Semones
Treasurer.....R. H. Eaton
Space Buyer.....Louis C. Paul
Radio-TV Director.....Wm. E. Jones
Publicity Dir.....Frazier E. Nounnan

*Radio Accounts*—Ballard & Ballard Co., Inc., Skelly Oil Co., The Perfect Circle Corp., Carolene Products Co., John Morrell & Co., The Sherwin-Williams Co., Wonder Orange Co., Stewart-Warner, Kelling Nut Co.

*Television Accounts* — Carolene Products Co., Bell & Howell Co.

## J. M. HICKERSON, INC.

110 East 42nd St., New York 17, N. Y.
Phone MU 6-3513
ABP—ANPA—PPA—APA

V.-P.....Edward H. Pearson
Media Dir.....William S. Kelly

*Branch Offices*
1510 19th St., N. W., Washington 6, D. C.
Manager.....Day Thorpe

*Radio Accounts*—2nd U. S. Army, Staminite Corp.

## HICKS & GREIST, INC.

420 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 3-9135
ABP—ANPA—PPA—APA

President.....H. L. Hicks
V.P. & Treas.....E. H. Greist
Acct. Executives..J. A. Drake, S. R. Huntley, S. L. Hirschberg, K. H. Hamilton.
Radio-TV Dir.....Peter A. Krug

*Radio Accounts*—Lewyt Corp., Home Decorators, Inc., Casco Products Corp., Ben Mont Papers, Inc., Young Corp., Churchward & Co., Inc.
*Television Account*—Churchward & Co., Inc.

## HIRSHON-GARFIELD, INC.

580 Fifth Avenue, New York, N. Y.
Phone PLaza 7-6300
ANPA—APA—PPA
President ..... Sidney Garfield
Treasurer ..... Arthur Hirshon
Vice-President ..... Lewis Nemerson
Radio and Television Depts...Stanley J. Wolf

*Branch Office*
Park Square Building, Boston, Mass.
Manager .....Gabe Stern

*Radio Accounts*—Volupte, Inc., Prentis Clothes, Dr. Posner's Shoes, Franklin Simon, Miles Shoes, Tanners' Council, Artistic Foundations, Inc., Moyer Manufacturing.
*Television Account*—Artistic Foundations, Inc.

## HIXSON-O'DONNELL ADV., INC.

350 Fifth Ave., New York 1, N. Y.
BRyant 9-5950
ANPA—PPA—APA—ABP—NOAB
President.....S. M. Morey
Vice-Presidents.....L. B. Van Doren, A. W. Humm, J. P. Derum, S. F. Ellsworth, Muriel Johnstone.
Secty-Treas.....W. G. Carmody
Radio Dir.....L. B. Van Doren

## W. F. HOLLAND AGENCY

Hotel Sinton, Cincinnati 2, Ohio
Phone MAin 3450
Owner.....William F. Holland
Manager .....Earl Holland
Production .....Ed Haverfield
Research.....B. J. Tiemeyer
Copy Chief.....R. Bader
Program Prod.....Robert Bentley
Radio Dir.....Robert Koppes

## ROBERT HOLLEY AND COMPANY, INC.

236 W. 55th St., New York 19, N. Y.
Phone CIrcle 7-3822
ABP—APA
Pres. & Treas.....Robert Holley
Copy Chief.....Stewart S. Jurist
V. P. & Art Dir.....Milton Rogin

## CHARLES W. HOYT COMPANY, INC.

551 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-0850
AAAA—ANPA—PPA—ABP
President and Treasurer....Everett W. Hoyt
Secretary.....R. W. Mickam
Vice-Presidents.....F. A. Whipple, W. K. Dingledine, C. B. Donovan, Jack Lucas.
Director of Radio.....W. P. Smith
Television Dir.....W. P. Smith

*Branch Office*
15 Lewis Street, Hartford, Conn.
Vice-President.....F. A. Whipple

*Radio Accounts*—Charles Gulden, Inc., B.C. Remedy Co., Monticello Drug Co., James O. Welch Co., Parker Herbex Corp., Blueberry Cooperative Assn., Sulco Sales Corp., Merck & Co.

## H. B. HUMPHREY CO.

1235 Statler Bldg., Boston 16, Mass.
Phone Liberty 4714
AAAA—ABP—ANPA—PPA—APA
President & Treasurer..Richard S. Humphrey
V.P. & Acct. Exec.....Herbert T. Hand, Jr.
V.P., Acct. Exec. & Copy Chief
Julian L. Watkins
V.P. & Acct. Exec.....John H. McCullough
V.P., Acct. Exec. & Market Director
Frank S. Christian
V.P., Acct. Exec.-& Dir. of Pub.
Marjory Hall
Dir. of Radio & V.P. (N. Y.)..Wm. H. Eynon
V.-P. & Asst. Dir. of Radio (Boston)
Sally Larkin
V.-P. & Radio Prod. Mgr. (N. Y.)
Walton Butterfield
Dir. of TV. & Acct. Exec.....Robert W. Day

*Branch Offices*
595 Madison Ave., New York, N. Y.
V.P. & Mgr.....Ned Smith

*Radio Accounts* — The First Church of Christ, Scientist, The Christian Science Monitor, National Council of The Protestant Episcopal Church.

## HUTCHINS ADVERTISING COMPANY, INC.

42 East Ave., Rochester 4, N. Y.
Phone HAmilton 1160
APA—ANPA—PPA—ABP—NOAB
Chairman of Board.....Mosher S. Hutchins
President.....Frank A. Hutchins
Vice-Pres. & Gen. Mgr...F. Irving Hutchins
Vice-President.....John P. McCarthy
Asst. to Pres.....Raymond P. Weis

*Branch Offices*
3701 N. Broad St., Philadelphia 40, Pa.
Vice-Presidents.....John R. Maxwell, Max Enelow.
19 W. 44th St., New York 18, N. Y.
Vice-President.....H. Pierson Mapes
1244 Dufferin St., Toronto, Que., Canada
Res. Mgr.....Walter Engwer
8619 Sunset Blvd., Hollywood, Calif.
Manager.....James Burton

*Radio Accounts*—Philco Corp., American Brewing Co., Schuler Potato Chips Co., Lincoln Rochester Trust Co., McCurdy & Co., Scrantom's.

*Television Account*—Philco Corp.

## INTERNATIONAL ADVERTISERS

740 Keeler Bldg., Grand Rapids 2, Mich.
Phone 9-4184-5

President ..... Roy C. Kelley
V.-P. & Radio Dir.....Lewis N. Steenwyk
Secretary-Treas.....Jean Foster
Time Buyer.....Abbie Seastrom
Account Execs...Harry P. Symes, C. William Bland.

*Radio Accounts*—Eberhard Food Stores, Byle Floor Covering, Grand Rapids Beauty College, Royal Jewelers, Brunger & John Hardware, Harold Brink, Kent Castings Company, Folger's Bottling Co., Colonial Custom Upholstering Co., Alpine Auto Parts, Leonard Auto Parts, Children's Bible Hour, Gospel of Calvary, Berean Baptist Church, Hebrew-Christian Mission, Hour of Praise, Independent Fundamental Baptist Church, Inter-Race Bible Class, Lutheran Gospel Hour, Reformed Witness Hour, Temple Time, Sunday School of the Air, Sunday School Hour, Word of Truth Ministry, Christian Brotherhood Hour, 7th Day Adventist Church, Message to Israel, Grand Rapids Craftsman, Youth for Christ, Adjustable Table Co., Arnold Health Baths, Audiphone, Beck Products, John K. Burch Co., Buth Dairy, Capital Airlines, Continental Decal Co., C. B. DeKorne, DeKorne Furniture Co., Dun and Bradstreet, Dykstra Poultry House, Forsythe Products Co., Goller Upholstery Fabrics & Supply, Grand Rapids Bottling Co., Grand Rapids Chicks, Grand Rapids Industrial Electric, Grand Rapids Sample Case Co., Holland-American Wafer Co., Jack & Jill Bible Camp, La France Textile Industries, Lear Radio, Manufacturers Engineering Corp., Nehi Beverage Co., Park Furniture Co., Precision Bilt Corp., Spring Arbor College, Radio Station WFUR, Waltile Co., Wolverine Network, Muzak, Inc.

## ROCKLIN IRVING & ASSOC.

155 No. Clark St., Chicago 1, Ill.
Phone Randolph 6-2325

Acct. Exec. & Radio-TV Dir...Irving Rocklin
Continuity Dir.....L. H. Goldman
Production.....D. C. Cohen

*Radio Accounts*—Atlas Piano Co., Balaban Floor Covering Co., Clark Industries, Credit Loan Corp., Doin' the Town Enter., Electric Center, Fisherman's Club, Howard & Co., International Events, Interstate Distributing Co., LeNard Industries, Libby Furniture Stores, Lincoln Home Products, Linoleum City, Martin Fur Co., Martin Jewelers, Maynard Co., Inc., North Town Currency Exchange, Pollack & Neelson, Real Shampoo, Sherwin Hosiery Co., Safeway Auto Repair System, Speedwriting Institute, Town House-Town Pump Restaurant Chain, Union Life Insurance Co., Walton Motors, Inc.

*Television Accounts* — Libby Furniture Stores, Walton Motors, Inc., North Town Currency Exchange.

## JACKSON & COMPANY

49 Worth Street, New York 13, N. Y.
Phone WOrth 4-7005
PPA

General Partner.....Paul E. Jackson
General Manager.....John Yeargain
Dir. of Radio-TV & Time Buyer
Wallace H. Lancton
Prod. Mgr. & Space Buyer.....Louis Musto
Asst. Radio Dir.....Alice Frey
Account Execs.....Paul E. Jackson, John Yeargain.

*Radio Accounts*—Richard E. Thibaut, Inc., J. W. Valentine Co., Inc., Denninger Paint & Wallpaper Co., Donel, Inc., George Wood, Sons & Co.

*Television Accounts*—Richard E. Thibaut, Inc., United Wallpaper Co., Donel, Inc., Eisendrath Glove Co., Warner Wallpaper Co.

## JASPER, LYNCH & FISHEL, INC.

17 East 49th St., New York 17, N. Y.
Phone PLaza 5-1700
ABP—APA

President.....Richard A. Jasper
Vice-Pres.-Treas.....Stanley I. Fishel
Vice-Pres.-Radio Dir.....Michael Gore
Vice-President-Media Dir....James W. Fishel
Vice Presidents.....Alfred P. Zabin, Herbert P. Field.
Vice-Pres.-Secy.....Lee J. Jasper
Prod. Mgr.....Sidney Gabelow
Copy Chief.....V. Conrad Keyes
Art Dir.....Winfield S. O'Connor
Account Executives.....Richard A. Jasper, Stanley I. Fishel, Michael Gore, Alfred P. Zabin, Lee J. Jasper, Alan L. Rachleff, Warren P. Dubin, James W. Fishel.

*Radio Accounts*—American Bedding Co., L. Blau & Sons, Inc., Fawcett Publications.

## JESSOP ADVERTISING CO.

1st Central Tower Bldg., Akron 8, Ohio
Phone Franklin 2169
APA—ABP

President.....M. K. Jessop
Vice-President.....Charles A. Jessop
Radio Director.....R. Gilbert
Secretary.....R. D. Moss

## DUANE JONES COMPANY, INC.

570 Lexington Ave., New York 22, N. Y.
Phone PLaza 3-4848
ABP—NOAB—ANPA—PPA—APA
ABC—BMB—SNPA

President.....Duane Jones
Exec. V.P. & Gen. Mgr.....Ralph Smith
Secretary.....Eugene Hulshizer
Treasurer.....Lawrence Leaman
Copy Chief.....Robert Hughes
Space Buyer.....David Hogmer
Vice-Presidents.....C. Frederic Bell, Robert Hayes, Joseph Scheideler.
Television Director.....Walter Ware
Production Manager.....Gerald O. DaCosta
Art Directors.....Thomas McManus, Robert Young, Dick Beyer.
Business Manager.....Richard A. Stevens
Research & Mdse. Dir....Lawrence Hubbard
Premium Manager.....Margaret Harrison
Radio Director.....Reggie Schuebel
Production.....Chester Gierlach
Head Time Buyer.....Vera Brennan
Time Buyer.....Jeanne Sullivan
Time Buyer.....Sally Reynolds
Time Buyer.....Anne Small

*Branch Office*

Radio-Research & Accounting Depts.
11 E. 52nd St., N. Y., N. Y.

*Radio Accounts*—B. T. Babbitt, Inc., Curtice Brothers Co., Hudson Pulp & Paper Corp., Manhattan Soap Co., Megowen-Educator Food Co., The Mennen Co., C. F. Mueller Co., E. Myers Lye Corp., Pharmaco, Inc., Pierce's Proprietaries, Inc., The Sweets Company of America, Inc., Wesson Oil & Snowdrift Sales Co., Whitehall Pharmacal Company (Hill's Cold Tablets).

*Television Accounts*—C. F. Mueller Co., The Manhattan Soap Co., B. T. Babbitt, Inc.

## THE RALPH H. JONES COMPANY

3100 Carew Tower, Cincinnati 2, Ohio
Phone GArfield 2300
APA—NOAB—AAAA—ABP—ANPA
PPA—BMB—ABC

President.....C. M. Robertson, Jr.
Vice-Presidents.....Stanley A. Willer, James M. Nelson
Secretary.....Elmer A. Vehr
Radio Director .....C. M. Robertson, Jr.
Asst. Radio Dir.....Kathryn M. Hardig

*Branch Office*

580 Fifth Ave., New York 19, N. Y.
Manager.....Harry E. Warren

*Radio Accounts*—Bavarian Brewing Co., Cincinnati Steel Railroad Co., Kroger Co., Cincy Products Co., Miami Margarine Co., Netherland Plaza Hotel, Martin Rosenberger, Wall Paper Co., Ten-B-Low Co., Heekin Co., M. Werk Co.

*Television Account*—Bavarian Brewing Co.

## KAL, EHRLICH & MERRICK ADV., INC.

314 Star Building, Washington, D. C.
Phone EXecutive 3700
ABP—ANPA—PPA

President.....Normal C. Kal
1st V.-P.....Harry L. Merrick
2nd V.-P.....Alvin Q. Ehrlich
Secretary.....Bernard L. Linkins
V.-P. in Charge of Radio-TV, Alvin Q. Ehrlich
Copy Chief.....Sol Panitz
Time Buyer.....Marge Donnally

*Radio Accounts*—Alber Oldsmobile, Arcade Pontiac, Auto Credit Corp., Bamby Bread, Bethesda Motors, Boyce & Lewis, Brodt's, Inc., Major Radio & Appliance, Call Carl, Cannons, Capital Cadillac, Capitol Fur Shop, Capitol Tires, Caswell Clothes, Cherner Motors, Colony House, Congressional Hotel, National Laundry, D & H Distributing Co., Eisemans, Electrical Center, Evening Star, George & Co., Glasser Autos, Goldenbergs, Grosners, Harrington Hotel, Si Hawkins, Hill & Tibbitts, Home Builders Show, Bruce Hunt, Juvenile Shoes, A. Kahn, Inc., Kearney Oldsmobile, Lloyd's, Logan Motors, Lustine Motor Co., Macmannes, Mandell Chevrolet, Arthur Markel, Marvin's, Mayflower Hotel, Mayflower Motors, Miles Auto Glass, Henry Miller Motors, Mitchell Motors, Montgomery Ward, Moore-Day Motors, Morton's, McKee Pontiac, New England Restaurant, New York Jewelry, Ourisman Chevrolet, Pontiac Dealers Ass'n, Potomac Garage, Prince George's Bank & Trust Co., Leo Rocca, Roma Motors, Wm. Rosendorf, Eli Rubin, Schmid's, A. P. Woodson, The Jos. M. Zamoiski Co., Shirlington Corp., Sport Center, Star Radio, L. P. Steuart, Inc., Steuart Motors, Suburban National Bank, Harold A. Sugar, Sun Radio, Philip Sures, Thompson Bros., Times Herald, Try-Me Bottling Co., Washington Post, Joseph A. Wilner, Wilson Line, Winchester, Inc., Hugo Worch.

*Television Accounts*—Fred Burka, Call Carl, Cherner Motor Co., The Jos. M. Zamoiski Co., Evening Star, The Hecht Co., Bruce Hunt, New England Restaurant, Phillips Radio & App., L. P. Steuart, Inc., Ward Radio, Moore-Day Motors.

## H. W. KASTOR & SONS ADV. CO.

75 E. Wacker Dr., Chicago 1, Ill.
Phone Central 5331
ABC—NOAB—ANPA—PPA—APA

President.....A. G. Kastor
V.P. & Gen Mgr.....Marvin Harms
Vice-Presidents.....Herman Kastor, John T. Urice, Ashley Belbin
Manager of Media.....Walter Kniffen
Radio Director.....James H. West

*Radio Accounts*—Procter & Gamble Co., (American Family Flakes), International Milling Co. (Robin Hood Flour), F. Ad. Richter Co. (Pain-Expeller).

## KASTOR, FARRELL, CHESLEY & CLIFFORD

274 Madison Ave., New York 16, N. Y.
Phone ORegon 9-4440
ANPA—PPA—NOAB

President.....H. Kastor Kahn
Exec. Vice-Pres.....W. S. Chesley, Jr.
Vice Pres.....C. E. J. Clifford
Vice Pres.-Treas.....J. M. Van Horson
Media Director.....J. B. Peters
Radio Director.....T. R. Palmer

*Radio Accounts* — Blatz Beer, Hickock Belts, Laco Shampoo, Soapine, Waltham Watch.

*Television Account*—Waltham Watch.

## HENRY J. KAUFMAN & ASSOCIATES

Homer Bldg., Washington 5, D. C.
Phone District 7400-1-3
ANPA—APA—ABP—NAAN—ABC—NOAP

Managing Partner.....Henry J. Kaufman
Partners..Irma N. Kaufman, Jeffrey A. Abel, Wm. F. Sigmund.
Radio-TV Director.....Jeffrey A. Abel
Program Director.....Robert S. Maurer
Continuity Writers .....Betty Carroll, Jean McDonald.
Time Buyer.....Jeffrey A. Abel

*Radio Accounts*—Potomac Electric Power Co., Columbia Federal Bldg. & Loan Assn., Trew Motor Co., Tom's Auto Service, Yellow Cab Co., Pepsi-Cola Bottling Co. of Wash., Regal Clothing Co., Lacy's Appliances, Saks Fur Co., Penn Daw Hotel & Cottages, Peake Motor Co.

*Television Accounts*—Tom's Auto Service, Peake Motor Co., Chas. Schwartz & Son, Lacy's-Appliance, Wm. Hahn & Co., Manhattan Auto & Radio Co., Simon Distrib. Co., Raleigh Haberdasher.

## THE JOSEPH KATZ COMPANY

444 Madison Ave., New York 22, N. Y.
Phone PLaza 5-2740
AAAA—ANPA—PPA—ABP—AAA—APA

President.....Joseph Katz
Vice-President In Chg.....Nat C. Wildman
Treasurer.....Charles M. Harrison
Dir. of Media.....Elizabeth Black
Continuity Writers..Nat C. Wildman, Margot Patterson, Louise Moyer, Phil Thompson, Roland Brave, Margaret Currens, Graydon Walker.

*Branch Office*
8 South St., Baltimore 2, Md.

Manager.....C. M. Harrison
Dir. of Radio & Tele.....Robert G. Swan
Media Dir.....J. T. McHugh

*Radio Accounts*—American Oil Co., Globe Brewing Co., Baltimore Transit Co., Chunk-E-Nut Co., Ex-Lax, Inc., Gibbs & Co., Inc., Laco Products, Inc., Madera Bonded Wine & Liquor Co., Maryland Pharmaceutical Co., Pompeian Co., Inc., Voneiff-Drayer Co.

*Television Accounts*—American Oil Co., Globe Brewing Co., Maryland Pharmaceutical Co.

## KAYTON-SPIERO CO., INC.

230 West 41st St., New York 18, N. Y.
Phone LOngacre 5-5090
ABP—ANPA—PPA

President.....G. B. Spiero
Secretary-Treasurer.....Alvin J. Kayton
Prod. Mgr.....Herman Jacobs

*Radio Accounts* — Twentieth Century-Fox Film Corp., Hurok Attractions, Inc., Michael Todd Productions.

## RAYMOND KEANE ADVERTISING AGENCY, INC.

707 S. Broadway, Los Angeles 14, Calif.
Phone TR 2915

Pres. & Space Buyer.....Raymond Keane
Vice-President.....H. B. Kortz
Secy., Treas., Time Buyer...Ethel N. Keane
Radio Dir.....Wes Battersea

*Branch Office*
1441 Welton St., Denver 2, Colo.

Manager .....Harold Neumann

*Radio Accounts* — American Natl. Bank, Kay's Better Jewelers, K & B Packing Co., Chez Marie Gowns, Kortz Jewelry Co., Waco Venetian Blind Co., The Pedigree Shops, Capitol Tire Company, Kliss Bakeries, Elwood Edwards Auto Co., Colo. Highways Imp. Ass'n., Bucklen's Restaurant, Balfour Jewelry Co., Republic Drug Co., Rainbow Ballroom, Ass'n. of Accredited Denver Nursing Schools, Purity Creameries, Garden Farms Dairy, Silver Wing Inn, Seven-Up Colorado Co., Reese Houses.

## KEELING & CO., INC.

1028 Chamber of Commerce Bldg.,
Indianapolis 4, Ind.
Phone Riley 1476
AAAA—ABP—NOAB—ANPA—PPA—APA
ABC—CAN

President & Treasurer.....Hal R. Keeling
Exec. Vice-Pres. & Sec..William M. Hutchison
Vice-Presidents.....Ralph B. Roberts, Lowell H. Stormont, Victor G. Varmo.
Vice-Pres. & Art Dir.....Ernest R. Roose
Asst. Sec. & Controller....Lenore R. Martin
Vice-Pres. & Copy Chief.Lawrence T. Sogard
Media Manager.....Mary C. Dill
Exec. Asst.....John R. Painter

*Radio Accounts* — Hastings Manufacturing Co., The Casite Corp., Walker Mfg. Co., Wilson Milk Co., Inc.

## THE KEILSON CO.

117 West 46th St., New York 19, N. Y.
Phone PLaza 7-3560

Executive Dir.....Meyer Keilson
Radio Dir.....Sholom Rubenstein
Production.....J. F. Keilson
Continuity Chief.....Jacob I. Freedman
Scripts & Commercials.....Morris Rivlin
Program Planning.....David M. Hausdorff

## KELLY, ZAHRNDT & KELLY, INC.

3529 Franklin Ave., St. Louis 6, Mo.
Phone JEfferson 8337

PPA—APA—SNPA

President.....Virgil A. Kelly
Vice-Pres. and Treasurer....W. W. Zahrndt
Secretary.....E. M. Kelly
Director of Radio.....David C. Chopin

*Radio Account*—Visit St. Louis Committee.

## KENYON & ECKHARDT, INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 3-0700

AAAA—ABP—NOAB—ANPA—PPA
APA—ABC

President.....Thomas D'A. Brophy
Exec. Vice-Pres.....Dwight Mills
Sr. Vice-Pres.....Edwin Cox
Treasurer.....Charles H. Vasoll
Secretary.....David C. Stewart
V. P. in Chg. of Media.....Joseph Braun
V. P. in Chg. of Research
Clement W. MacKay
V. P. & Copy Dir.....Gerald H. Carson
V. P. & Art Dir.....Gerald Link
Vice-Presidents.....Malcolm F. Smith,
John Brew, George Chatfield, William B. Lewis, E. W. Newsom, Glenn Wiggins.
V. P. & Radio Dir.....Leonard F. Erikson
Associate Radio Dir....Thomas K. Carpenter
Talent Buyer.....Ben Bodec
Production .....Leonard Carlton
Dir. of Time Buying.....Philip C. Kenney
Time Buyers.....Mary Dwyer,
Lucy Kerwin, William Hinman.
Dir. of Radio Research.....Richard Dunne
Television Director.....Garth Montgomery
Publicity Director.....Hal Davis
Radio Publicity Dir.....Herb Landon

*Branch Offices*

Equitable Building, Hollywood, Cal.
Associate Dir. of Radio in Chg. of Hollywood Office.....Robert D. Wolfe
Penobscot Building, Detroit, Mich.
V. P. in Chg. of Detroit.....Neil Mulhern
135 S. LaSalle St., Chicago, Ill.
304 Bay St., Toronto, Canada
Manager.....William J. Frost

*Other Offices* — San Francisco, Washington, D. C., Kansas City

*Radio Accounts* — The Borden Co., Ford Motor Co., Lincoln-Mercury Division, The Kellogg Co., Kellogg Company of Canada, Ltd., Wesson Oil and Snowdrift Sales Co., American Maize Products, White Rock Corporation, Stetson, The Gorham Company, Manhattan Shirt Company, Pepperidge Farm, Inc.

*Television Accounts*—The Borden Co., The Kellogg Co.

## KIESEWETTER, WETTERAU & BAKER, INC.

9 East 40th St., New York 16, N. Y.
Phone Lexington 2-0025

ABP—ANPA—APA—PPA

President.....H. M. Kiesewetter
Vice-Presidents.....Samm S. Baker,
Rudolph Wetterau, Horace Hagedorn.
Acct. Execs.....Edward Chase,
J. Fred Cross, Ormonde Russell.
Time Buyer (Radio Dept.)....E. Thompson
Executive (Radio Dept.).....Samm S. Baker
Exec. TV Dept.....Edward Chase

*Radio Accounts*—Bathasweet Corp., Royal Lace Paper Works, Flexnit, V. La Rosa & Sons, Stern's Nurseries, Ludwig Baumann, Abraham & Straus, Courtley Men's Toiletries, Sloan's Liniment & Balm.

*Television Account* — Royal Lace Paper Works, Inc.

## ABBOTT KIMBALL CO., INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 3-9600

AAAA—NOAB—ANPA—PPA

President.....Abbott Kimball
Vice-Presidents.....Harry Muller,
G. F. Riegel.
Controller.....Monica Riley
Time Buyer.....Miriam Traeger

*Branch Offices*

333 N. Michigan Ave., Chicago, Ill.
Manager.....Howard Claypoole
4015 Wilshire Blvd., Los Angeles, Calif.
Manager ..... Howard Erlich
155 Sansome St., San Francisco 4, Calif.
Manager .....Alfred Ducato

*Radio Account* — Artra Cosmetics, Inc. (Artra Cream Shampoo).

*Television Account*—Norcross, Inc. (Norcross Greeting Cards).

## KIRCHER, HELTON & COLLETT, INC.

Mutual Home Bldg., Dayton 2, Ohio
Phone FUlton 5161

ABP—ANPA—AAAA—APA

President ..... Ralf Kircher
Treasurer .....Carter B. Helton
Secretary ..... Robert Collett
Art. Dir.....William Kinzer
Prod. Mgr. ..... Hap Moon
Business Mgr.....R. C. Mills
Account Execs.....Ed Clark, J. M. Hadley,
W. B. Metcalfe, Robert Collett, R. C. Mills.

Radio-TV Dir.....Chuck Gay
*Radio Accounts*—August Wagner Breweries, Inc. (Gambrinus Beer), Gem City Building & Loan Assn., Frederics-Helton (Travel Service), Otto Spaeth Enterprises (Howard Johnson Restaurants), Fan Tan Corp. (Chewing Gum).
*Television Account*—August Wagner Breweries, Inc. (Gambrinus Beer).

## KLINGER ADVERTISING CORP.

119 W. 57th St., New York 19, N. Y.
Phone CIrcle 6-3660
President-Radio Account Exec..A. A. Klinger
*Radio Accounts* — Madison Long Island Personal Loan Co., Bill Williams, Embassy Motors, Walter Bart Inc., News Flash Photo Service, Copacabana.

## KNOLLIN ADV. AGENCY

105 Montgomery St., San Francisco 4, Cal.
Phone SUtter 1-6110
AAAA—APA—ABP
President.....James C. Knollin
Art Director.....Norman Erickson
Space Buyer.....H. W. Hansen
*Branch Office*
650 S. Grand Ave., Los Angeles 14, Cal.
Manager .....John Hansen

## KOEHL, LANDIS & LANDAN, INC.

341 Madison Ave., New York 17, N. Y.
Phone, MUrray Hill 6-8860
ABP—ANPA—APA—NOAB—PPA
Pres. & Treas.....Albert E. Koehl
Vice-Pres. & Sec.....A. A. Landis
Vice-President.....John R. Landan
*Branch Office*
524 Guardian Bldg., Cleveland 14, Ohio
Vice-Pres. in Chg.....A. A. Landis

## MERRILL KREMER, INC.

1711 Exchange Bldg., Memphis 3, Tennessee
Phone 5-4343
ANPA—SNPA—NOAB—APA—NAAN—ABP
President.....Ernest Lee
Vice-President.....Marshall J. Smith
Secretary.....Homer Gentry
Radio Dept.....Homer Gentry, J. P. Tucker, Edmunda McGehee, Andrew Kozik.
*Radio Accounts*—Dixie Margarine (Southern Div.), Goldcrest Beer, Mid-South Fair, Ozburn-Abston & Co., Inc.

## KUDNER AGENCY, INC.

630 Fifth Ave., New York 20, N. Y.
Phone CIrcle 6-3200
President.....J. H. S. Ellis
Vice-Presidents.....E. J. Owens, Sam D. Fuson, Robert D. Stewart, Haywood Anderson, Schuyler Kudner.
Exec. Dir. TV & Radio.....Myron P. Kirk
Radio-TV Dir.....Edmund Cashman
Business Manager.....Gordon H. Mills
Prod. Mgr.....William Templeton
Asst. Dir.....Hugh Brown
Asst. Copy Chief.....Norman Nash
*Branch Offices*
215 Market St., San Francisco, Calif.
New Center Bldg., Detroit, Mich.
Albee Bldg., Washington, D. C.
215 W. Seventh St., Los Angeles, Calif.
*Radio Accounts*—The Texas Co., General Motors, Goodyear Tire & Rubber Co., U. S. Tobacco Co., Benson & Hedges, Collier's.
*Television Accounts*—The Texas Co., Admiral Corp., Swank, Inc., Buick Motors, U. S. Tobacco Co.

## J. R. KUPSICK ADV. AGENCY

122 East 42nd St., New York 17, N. Y.
Phone MUrray Hill 5-9143
ANPA—PPA—APA
President & Radio Dir.....J. R. Kupsick
Vice-President.....Saul Kampf
Sec. & Space Buyer.....Harriet Kolchin
*Radio Account*—Cascade Laundry.

## KUTTNER & KUTTNER, INC.

646 N. Michigan Ave., Chicago 11, Ill.
Phone SUPerior 7940
APA—PPA—ANPA
President.....H. E. Kuttner
Vice-President.....F. S. Kuttner
V. P., Sec. & Treas.....C. D. Kuttner
Account Executives.....S. C. Kuttner, E. A. Grossfeld, Mae McCain, A. S. Hecht, Jr.
Radio Director.....Larry Kurtze
Media Dir. & Time Buyer..Edward M. Stern
Promotional Director....Robert Schoenbrod
*Radio Accounts*—Baer Bros. & Prodie, Crest Specialty Co., Kent Products Co., Royal Metal Mfg. Co., Capitol Dairy Co., Finders Mfg. Co., National Superior Fur Dressing & Dyeing Corp., Shainberg Dry Goods Co., Chicago Terminal National Bank, Holleb & Co., Pacific Wine Co.

## LAKE-SPIRO-SHURMAN, INC.

2800 Sterick Bldg., Memphis 3, Tenn.
Phone 5-1571
APA—ANPA—SNPA—PPA
President.....Avron Spiro
Secretary-Treasurer.....M. M. Shurman
Production Manager.....M. Parker
Pub. & Public Relations.....Al Capley
*Radio Accounts*—Plough, Inc., The Piso Co., Pantaze Drug Stores.

## LAMBERT & FEASLEY, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone COlumbus 5-3721
ANPA—PPA—APA
President .....John L. Johnston
Executive V-P. .....Gordon Seagrove

V. P. General Manager.....Frank W. Mace
Radio Dir.....Ray H. Kremer
*Radio Accounts Placed*—Lambert Pharmacal Co.; Prophylactic Brush Co.; Phillips Petroleum Co.

## LANDSHEFT, INC.

810 Liberty Bank Bldg., Buffalo 2, N. Y.
Phone MO 9500
ABP—NOAB—APA—PPA—ANPA—ABC
President.....A. Wm. Landsheft
Secretary-Treasurer.....Vera H. Landsheft
Acct. Execs.....Henry L. Barber, A. Wm. Landsheft.
Production Manager.....E. T. Drullard
Radio Dir.....Henry L. Barber
*Radio Accounts*—Fairmont Creamery Co., Kendall Refining Co., Liberty Bank of Buffalo, Loblaw Groceterias.

## LANG, FISHER & STASHOWER, INC.

1010 Euclid Ave., Cleveland 15, Ohio
Phone Main 6579
AAAA—ANPA—NOAB—APA—ABP
President.....H. Jack Lang
Vice-President-Secretary.....A. B. Fisher
Vice-President-Treasurer..Fred P. Stashower
Vice-Presidents.....Richard P. Dodds, Martin J. Cohn
Radio-TV Director.....A. B. Fisher
Asst. Radio-TV Directors.....Mary Jayne Haring, Robert Goldberger.
*Radio Accounts*—Cleveland Indians, Dowd-Feder, Inc., Lane Drug Co., Miller-Becker Co., Yellow Cab Co., World Publishing Co., Burrows.
*Television Accounts*—Babee-Tenda Corp., Miller-Becker Co., Cameron Corp., Burrows, Strong.

## C. J. LA ROCHE & CO., INC.

247 Park Ave., New York 17, N. Y.
Phone PLaza 5-7711
ANPA—PPA—APA—AAAA
Pres. & Treas.....C. J. LaRoche
Gen. Mgr. & V.P. Chg. Research D. E. Robinson
Vice-Pres.....E. S. Pratt
Vice-Pres. Chg. Copy.....Crane Haussamen
Vice-Pres. Chg. Art.....Gene Davis
Vice-Pres. Chg. Radio-Tele....W. R. Stuhler
V. P. in Chg. Copy-Research.Crawford Paton
Secretary.....Edwin F. Blair
Production Manager.....A. G. Loomis
Media Director.....Sally Mansfield
Art Directors.....Caesar Ferri, Folke B. Lidbeck.
Copy Supervisor.....John H. Baxter
Asst. Treas.....Barbara P. Fischer
Asst. Sec.....Regina E. Hands

*Branch Office*
141 W. Jackson Blvd., Chicago 4, Ill.
Sr. V. P. & Mgr.....John F. Price
*Radio Accounts*—Quaker Oats (Network & Spot), New England Confectionery Co., Olympic Radio, Zimba Kola.

## LAUESEN & SALOMON

520 No. Michigan Ave., Chicago 11, Ill.
Phone SUperior 0738
APA—ANPA—PPA
President.....A. M. Salomon
Account Executives.....Wendell Walker, M. H. Sellhorn
Production Manager.....D. L. Cuttie
*Radio Accounts*—Foley & Co., Imperial Credit Co.

## AL PAUL LEFTON CO., INC.

1617 Pennsylvania Blvd., Philadelphia 3, Pa.
Phone RIttenhouse 6-1500
NOAB—ANPA—PPA—APA
President.....Al Paul Lefton
Vice-Pres. & Treas.....H. S. Louchheim
Vice-Presidents.....G. W. Wolfsten, P. Brown.
Media Dir.....E. V. Righter
Radio Director.....Edwin S. Friendly, Jr.

*Branch Offices*
521 Fifth Ave., New York 17, N. Y.
Vice-President.....R. J. Herts
435 N. Michigan Ave., Chicago 11, Ill.
Vice-Pres. & Mgr.....E. G. Foreman, Jr.
*Radio Accounts*—Lit Bros., Phila. Electric Co., Yellow Cab Co., Borden's Ice Cream, Red Arrow Lines, Crawford Clothes, Long Island Rail Road, Claridge Food Products, Winter & Co., Metropolitan Jockey Club, Empire Racing Assn., Cocilana Cough Drops, Goodman's Noodles.

## LEIGHTON & NELSON

619 State St., Schenectady 7, N. Y.
Phone 6-4202
ABP — PPA — ANPA
Partners .....Winslow P. Leighton and George R. Nelson
Radio Director.....George R. Nelson
Copy Director.....Bob Cragin
Time Buyer.....Anne Pratt
Radio Producer.....R. S. Cragin
Television Producer.....G. R. Nelson
*Radio Accounts* — Saratoga Racing Assn., William W. Lee & Co., The Stanton Brewery, Inc., Rudolph Bros., D'Jimas Furs, Colonial Ice Cream Co., Industrial Bank of Schnectady.

## LENNEN & MITCHELL, INC.

17 E. 45th St., New York 17, N. Y.
Phone MUrray Hill 2-9170
ANPA—AAAA—PPA—NOAB—APA—ABC
Chairman of the Board....Philip W. Lennen
President.....Ray Vir Den
V.-P. & Secretary.....Reginald Townsend
V.-P. .....Walter M. Swertfager
Treasurer & Controller....Barron R. Proctor

Exec. V.-P. Chg. Creative Prod.
Louis W. Thomas
V.-P. & Exec. Art Dir.....Hans Sauer
V.-P.-Copy Director.....John G. Schneider
V.-P. chg. Production.....Michael J. Madar
V.-P. chg. Research.....Todd B. Franklin
V.-P. chg. Media.....Catherine V. Parker
Vice-Presidents.....Gordon D. Cates, Thomas P. Doughten, Daniel M. Daley, Jr.
Art Consultant.....Clark Agnew
Art Directors.....John DeNero, Sanford Gerard, William H. Weber, Robert Ridiman, Lucille D. Lupke.
Mgr. Art Dept.....Frank Farrell
V.-P.-Radio Copy Chief.....Peter Keveson
Mgr. Radio Dept. N. Y. & Television
Nicholas Keesely
Mgr. Service Dept.....Myles E. Baker
Space Buyer.....Arthur H. Ude
Outdoor Space Buyer.....Herbert S. Shinn
Time Buyer.....Frank A. Daniel

*Branch Office*
303 N. Rodeo Dr., Beverly Hills, Calif.
V.-P. chg. Branch Office.....Alfred Rooney
Production Manager .....William C. Gray
Art Director .....Shepard B. Sheridan
Copy Mgr.....Ben B. LaMaster
Time Buyer & Radio Production
Garrett Hollihan, Jr.

*Radio Accounts*—Cagney Productions, Inc., Calvert Distillers Corp., Colgate-Palmolive-Peet Co., Gray, Dorothy Ltd., Heublein G. F. & Bro., Inc., Kerr, Alexander H. & Co., Lehn & Fink Products Corp., Lorillard, P. Co., Scripps-Howard Newspapers, Swedish American Line, Tide Water Oil Company, Carstairs Bros., Distilling Co., Kerr Glass Mfg. Corp.

## TED LEVY ADVERTISING AGENCY

515 Insurance Bldg., Denver 2, Colorado
Phone Main 7133
ABP—ANPA—APA—PPA

Time Buyers....Ted Levy, Gertrude B. Levy
Dir. Radio Dept.....Del O'Neil
Asst. Dir. Radio Dept.....Barbara Aiton
Account Executives.....Dorothy Downs, Ted Levy, G. B. Levy

## A. W. LEWIN CO., INC.

40 East 49th St., New York 17, N. Y.
ELdorado 5-3545
AAAA—ABP—ANPA—PPA—APA

Partners.....A. W. Lewin, S. M. Weiss
Vice-President.....Max Green
Art Directors.....Don Waterbury, Leslie Kay.
Asst. Art Director.....Ed Almgren
Space Buyer.....H. H. Dyrsen, Jr.
Traffic Manager.....S. Levin
Auditor.....E. R. Bader
Radio-Tele Director.....Dave Strauss
Account Executives.....Archie Foster, Maurice Marks, Ray Kennedy, Jim Ellers.

*Branch Office*
11 Commerce Street, Newark 2, N. J.
Vice-President.....Leonard Newsteder
Account Executives.....Sheldon Burlow, David Strauss, III.

*Radio Accounts* — National Spot: First Army, Doggett Pfeil Co., Clearweave Stores, True Tone Hosiery, Colonial House, Powers Inc. (Candy), Gregor Chocolate Shops, Cook & Dunn (Paints), Farber Bros., Fed-Flack (Cameras).

*Television Account*—Norma Pencils.

## ADDISON LEWIS & ASSOCIATES

1414 Foshay Tower, Minneapolis 2, Minn.
Phont AT 6235
ABP—ANPA—PPA—NOAB—APA—ABC

Pres. & Acct. Exec.....Addison Lewis
Prod. Mgr.....Don H. Johnson
Comptroller .....Margie Anderson
Account Executives.....Edward Grubb, Harry Kruse, J. A. Quint, Arthur Grove.

*Radio Account*—Minneapolis-Honeywell.

## LILLER, NEAL & BATTLE

310 Walton Bldg., Atlanta 3, Georgia
Phone Cypress 6521-2-3-4
AAAA—ABP—NOAB—ANPA—APA
ABC—BMB—SNPA—PPA

Partners.....W. W. Neal, C. K. Liller, J. L. Battle.
Time Buyer.....Sarah Williams

*Radio Accounts*—Brock Candy Company, Colonial Stores, Inc., Ashley Automatic Wood Stove Co., Blackman Stock Company, Bank of Georgia (Bank), National NuGrape Company.

*Television Accounts*—Brock Candy Co., H. W. Lay Co.

## LLOYD, CHESTER & DILLINGHAM, INC.

9 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-8800
ANPA—PPA—NOAB—ABP—APA—ABC

President.....Laurence M. Lloyd
Vice-Pres. & Secty.....Charles F. Pietsch
Vice-President.....Harvey N. Volkmar
Treasurer.....John J. Hagan
Art Director.....M. H. Kates
Production Manager.....William T. Kaleb
Time Buyer.....John J. Hagan

## LOCKWOOD - SHACKLEFORD ADVERTISING AGENCY

2002 Beverly Blvd., Los Angeles 4, Calif.
Phone DUnkirk 8-3121
ANPA—NOAB—APA—ABP—PPA

President.....M. W. Shackleford
Secretary-Treasurer.....R. N. Lockwood
Vice-President.....Louis Lombardi
Radio-TV Director.....Lou Holzer

*Branch Offices*
6233 Hollywood Blvd., Hollywood 28, Calif.
Radio Director.....Lou Holzer
75 East Wacker Drive, Chicago 1, Ill.
Manager.....R. B. Newell
420 Madison Ave., New York 17, N. Y.
Manager.....R. T. O'Connell
*Radio Accounts*—Los Angeles Brewing Co., Breakfast Club Coffee.

## DUDLEY L. LOGAN ADV.

448 S. Hill St., Los Angeles 13, Calif.
Phone Trinity 8194
ANPA—AAAA—PPA—APA—ABP
Owner.....Dudley L. Logan
Art Director.....Lloyd Morris
Space Buyer & Prod. Mgr.....K. Richardson

## THE W. E. LONG COMPANY

155 North Clark St., Chicago 1, Ill.
Phone RAndolph 6-4606
ANPA—NOAB—ABP
Chairman of Board.....W. E. Long
Vice-Presidents.....L. W. Haas, E. E. Hanson.
Treasurer .....A. Dawnie
Secretary .....H. Mergener
Radio Director.....Harold Gingrich

## EARLE LUDGIN & CO.

121 West Wacker Drive, Chicago 1, Ill.
Phone Andover 3-1888
AAAA
President & Treasurer.....Earle Ludgin
Exec. Vice-Pres.....Vincent R. Bliss
Vice-Presidents.....J. H. Caro, Montgomery N. McKinney, John H. Willmorth, Edward Chapman.
Time Buyer.....Jane Daly
TV Department.....Dale Fisher
*Radio Accounts*—Rit Products Corp., W. F. McLaughlin & Co., Chicago Title & Trust Co., Jules Monteneaux, Inc., Thor Corp., Carson Pirie Scott & Co., Encyclopedia Brittanica, Inc.

## LYNN-FIELDHOUSE

15 So. Franklin St., Wilkes-Barre, Pa.
Phone 2-7182
ABP—NOAB—ANPA
Partners.....S. C. B. Lynn
L. S. Fieldhouse
Radio & Media Dir.....W. B. Pritchard
*Branch Office*
51 E. 42nd St., New York 17, N. Y.
*Radio Accounts*—Carr-Consolidated Biscuit Co., Wise Potato Chip Co., J. S. Ivins' Sons, Inc.

## MACE ADVERTISING AGENCY, INC.

507 Lehmann Bldg., Peoria 2, Ill.
Phone 7197-8
ANPA—ABP—APA—NAAN—PPA—NOAB
President.....J. F. Fellay
Sec.-Treas. & Gen. Mgr.....Jay J. Keith
V. P. Copy Dept.....Larry Harris
*Radio Accounts*—Keystone Steel & Wire Co., Schultz, Baujan & Co.

## MAKELIM ASSOCIATES

32 West Randolph St., Chicago 1, Ill.
Phone RAndolph 7081
ANPA—APA—ABP—PPA
Pres. & Treas.....Hal R. Makelim
V.P. & Chm. Plans Board....Edwin B. Self
Asst. Treas.....Lillian Nelson
Sec., Asst. Time & Space Buyer M. C. Newman
V.P., Art Dir. & Prod Mgr...Edwin M. Duzan
Acct. Execs.....Hal R. Makelim, Edwin B. Self, Robert McElwaine, George H. Patton, B. Harold Miller.
*Branch Offices*
20 Cortlandt St., New York 7, N. Y.
Pres. & Treas.....Hal R. Makelim
Vice-President.....B. Harold Miller
9176 Sunset Blvd., Hollywood 46, Calif.
Pres. & Treas.....Hal R. Makelim
Vice-President.....George H. Patton
V. P. Publicity.....Robert McElwaine
Art Dir. & Prod. Mgr.....Bernard Brody
*Radio Accounts*—Andersen's Ready to Serve Frozen Foods, Bev Company of America, The, Butcher Shop Foods, Conlon-Moore Corp., Communi Sound, Inc., DeLuxe Record Co., Fox De Luxe Brewing Co., Florsheim Shoe Company, French Kitchen Foods Co., Gum Laboratories, Inc., Kannengiesser & Co., Knott's Berry Place, Memo Products, Inc., Sutho Suds, Inc., Towsley Soap Corp., Walsh Laboratories, Inc.

## MALCOLM - HOWARD

203 N. Wabash Ave., Chicago 1, Ill.
Phone RAndolph 6-7942
ABP—ANPA—PPA—APA
Radio Director.....Arthur M. Holland
Asst. Radio Dir.....Allan Sweeton
Account Executives.....Arthur M. Holland, Hal Barkun, M. G. Holland, Robert Zelens.
Television Director.....Norman Lindquist
Copy .....William Bent
*Radio Accounts*—Dad's Root Beer, Mrs. Klein's Potato Chips, Cimino Wines, Legion Ice Cream, Chicago Sun-Times, Hollands Jewelers, Rubin's Apparel, Joy Candies, Roller Derby, Chicago Coliseum, Arcadia Gardens, Armory, Harry Alter Co., Cook County Motors, Passtime.
*Television Accounts*—Passtime, Harry Alter Co., Cook County Motors, Rubin's Apparel.

## DAVID MALKIEL ADV. AGENCY

260 Tremont St., Boston 16, Mass.
Phone LIberty 2-1421
ANPA—ABP—PPA—APA
Prod. Chief & Owner.....David Malkiel

Space Buyer.....Martha Brest
Prod. Mgr.....Julian Malkiel
Script Writer.....Sophie Speier
*Radio Accounts*—BabiJuice Oranges, Bailet Wallpaper, Presto Cookers, Canadian Ace Ale, Gailing Enterprises, Kasanof-Paramount Bakeries, Lithuanian Society, Larga-Pic Co., Old Monastery Wine, Chas. B. Perkins Co., Royal Crown Cola of Boston, Serta Mattresses, Steubens Restaurants.

## MANSON-GOLD-MILLER, INC.

1004 Marquette Ave., Minneapolis 2, Minn.
Phone GEneva 9619
APA

Pres. & Treas.....Meyer Gold
V. P. & Secy.....Robert P. Miller
Art Dir.....Edward Harris
Prod. Mgr.....D. Baker Anderson
Space Buyer.....Jean Hadley
Acct. Execs.....D. P. Nathanson, Meyer Gold, Jean Hadley, Bruce Sielaff.

*Branch Office*
1520 Cross Roads of the World, Hollywood 28, Calif.

*Radio Accounts* — Snyder's Drug Stores, Janney Best Paints, Pfunder's Tablets, Char-Tex.

## MARSCHALK & PRATT COMPANY

535 Fifth Ave., New York 17, N. Y.
Phone VAnderbilt 6-2022
ANPA—PPA—ABP—APA—AAAA—NOAB—ABC

Partners.....Harry C. Marschalk, G. A. Poetschke, S. H. Giellerup, S. L. Meulendyke
Director of Radio.....Curt Peterson
Art Directors.....Ralph Mutter, Walter Grotz.

*Radio Accounts*—Standard Oil Co. of N. J., The Esmond Mills, Inc., Metal Textile Corp.

## MASON-RELKIN CO.

20 East 35th St., New York 16, N. Y.
Phone MUrray Hill 9-3891
ABP—ANPA—APA—PPA

President .....Roger B. Relkin
Acct. Exec.....Jules M. Greenstein
Art. Dir.....D. Massaria
Radio Dir.....Mary R. Miller

*Radio Accounts* — M. Braverman & Sons, Triebitz Shoes, Guffanti, Hudson Canadian Furs.

## J. M. MATHES, INCORPORATED

122 East 42nd St., New York 17, N. Y.
Phone LExington 2-7450
ABP—ANPA—PPA—SNPA

President .....J. M. Mathes
Treasurer.....A. E. Cox
Secretary .....Carle Rollins
Vice-Presidents & Directors.....Lester Loh, Wilfred S. King, W. T. Okie.
Vice-Presidents.....D. R. Rathaway, Dr. O. L. Tinklepaugh, Hurley G. Hurst, Jan H. Meyers.
Director of Radio.....Reed H. Wight
Time Buyer.....Edna S. Cathcart
Television Director.....William H. Vilas
Assistant Television Director....Anne Moore

*Radio Accounts*—Air France, American Viscose Corp., Callaway Mills, Inc., Canada Dry Ginger Ale, Inc., Delaware Floor Products, Judson Dunaway Corp., Fred Fear & Co., International Salt Co., Luden's, Inc., The Pure Food Co., Sylvania Division American Viscose Corp.

*Television Account* — Canada Dry Ginger Ale.

## MATHISSON & ASSOCIATES, INC.

411 Mason St., Milwaukee 2, Wis.
Phone Daly 4090
ABP—NOAB—PPA—APA—ANPA

President.....C. A. Mathisson
Vice-Pres. & Treas.....I. M. Harloff
Secretary.....Evelyn Heronymus
Copy Chief.....Edw. G. Ball

*Branch Office*
201 N. Wells St., Chicago, Ill.
Phone State 4199

*Radio Account*—Edwards Motor Co.

## JOSEPH MAXFIELD COMPANY

87 Weybosset St., Providence 5, R. I.
Phone GAspee 4456
ABP—ANPA—APA

President.....Joseph M. Finkle
Vice-President.....Aaron M. Finkle
Treasurer.....Archie M. Finkle
Copy Chief.....Richard Brugman
Radio Director.....Mary M. Healy

*Radio Accounts*—Candy Mart Stores, Inc., Eclipse Food Products Corp., National Glass Co., Shiloh Bottling Co., Apex Tire, Inc., Berry Clothing Co., Eastern Scientific Co., Low Supply Co., Progress Ice Cream Co., Continental Importing Co., Cranston Loan Co., Charles T. Heilborn Shoe Co.

## MAXON, INC.

2761 E. Jefferson Ave., Detroit 7, Mich.
Phone Lorain 7-5710
ANPA—APA—PPA—ABC—NOAB

President.....Lou R. Maxon
Vice-President .....Searle Hendee
Treasurer.....W. I. O'Neil
Secretary.....G. Reginald McKiel
Radio-Television Dept.....Ed Wilhelm,

*Branch Offices*
12 E. 53rd St., New York 22, N. Y.
Vice-President.....W. Ray Baker
919 N. Michigan Ave., Chicago 11, Ill.
Manager.....L. J. Sholty

*Radio Accounts*—Gillette Safety Razor Co.

## THE MAYERS COMPANY, INC.

1240 S. Main St., Los Angeles 15, Calif.
Phone PRospect 0101
NOAB—ANPA—APA—ABP—PPA

President .....Henry Mayer
Vice-President.....Forest Dolan
Gen. Mgr.-Sec.-Treas.....James P. Shelley
Art & Prod. Dir.....Ted Gravenson
Radio-TV Director.....Jim McCormick
Writer-Producer.....Dal Williams

*Radio Accounts* — Brownstein Louis Co., Clicquot Club Bottling Co., Dad's Root Beer Bottling Co., Grand Central Market, Hoffman Candy Co., Hudson's Jewelers, L. B. Laboratories, L. A. Kennel Club, National Schools, The Pacific Telephone and Telegraph Co., The Pennzoil Co., Sears, Roebuck & Co., Sta-Neet Corp., Star Outfitting Co.

*Television Accounts* — Brownstein Louis Co., Caspar-Davis Co., Sears, Roebuck & Co., Star Outfitting Co.

## MacFARLAND, AVEYARD & CO.

333 North Michigan Ave., Chicago 1, Ill.
Phone Randolph 9360
ANPA—PPA—ABP—APA—NOAB

President.....Hays MacFarland
V.P. & Gen. Mgr.....Allen B. Dicus
Vice-President.....A. E. Aveyard
Secty-Treas.....L. Peters
Media Director.....Herb Shutts
Time Buyer.....M. Rose Berry

## MacLAREN ADVERTISING CO. LTD.

372 Bay St., Toronto, Ont., Canada
Phone Elgin 0321
ANPA—ABC

President.....J. A. MacLaren
Vice-Presidents.....E. V. Rechnitzer, James Ferres
Vice-President-Treasurer.....I. E. Reynolds
Director.....W. G. Abel
Radio Dept.....C. M. Pasmore, M. Rosenfeld, F. H. Horler, V. D. L. Dyer, Gail Ferriss, Faye Morrison, Kay Dale, Allan J. Scott.

*Branch Offices*

410 Dominion Square Bldg.
Montreal, Que., Canada
Manager.....E. P. Gill

911 Electric Ry. Chambers,
Winnipeg, Man., Canada
Manager.....E. P. Thomson

305 Province Bldg., Vancouver, B. C., Can.
Manager.....W. D. M. Patterson

18 Rideau St., Ottawa, Ont., Can.
Manager.....W. F. Harrison

*Radio Accounts* — Adam Hats (Canada) Ltd., Bulova Watch Co., Canadian General Electric, Canadian Shredded Wheat, Christie-Brown Ltd., Canada Dry Ginger Ale, Dalglish Chemicals Ltd., Dalglish (Quebec) Ltd., H. J. Heinz Co. of Canada, Imperial Varnish & Color Co., Imperial Oil Ltd. (Hockey and Baseball), I. H. Lavery & Co., O'Cedar Co. of Canada, Ogilvie Flour Mills, Peoples Credit Jewelers, Peoples Credit Clothiers, Provincial Tire Company, Sutcliffe & Bingham of Canada, Tuckett Tobacco Co., Henry K. Wampole & Co., Ltd., Royal Puddings, Shefford-Ingersoll Cheese, Dow Brewery Ltd., Dominion Fur Auction Sales, Intercontinental Packers Ltd., Lake of Woods Milling Co., Stephen's Paints, Capilano Baseball (Sicks' Capilano Brewery Ltd.), Home Oil Distributors, W. H. Malkin & Co. Ltd., Nalley's Limited, Palmer's Ltd.

## McCANN-ERICKSON, INC.

50 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 5-7000
AAAA—ANPA—PPA—ABP—NOAB
APA—BMB—ABC

*Officers*

Chairman of Board.....H. K. McCann
Vice-Chairman and Chairman of Exec. Committee .....Harrison Atwood
President.....Marion Harper, Jr.
Vice-Pres. & Treas.....John L. Anderson
V.-P. & Mgr. of Eastern Operations L. S. Briggs
Vice-Presidents (N. Y.).....R. M. Alderman, Donald G. Calhoun, Robert S. Congdon, W. H. Conine, J. L. Deane, G. B. Dearnley, Earl C. Donegan, L. E. Firth, C. A. Hoppock, Daniel W. Keefe, Arthur J. Kemp, Alton Ketchum, Myron Leckner, W. E. McKeachie, C. A. Posey, John H. Tinker, Jr., R. E. Thompson, E. F. Wilson.

*(Radio-TV Executives)*

Vice-President in charge of Radio-TV Lloyd O. Coulter
Executive Assistant to L. O. Coulter, Lawson Paynter
Mgr. Radio Prod.....Alfred J. Scalpone
Senior Producers.....Dorothy B. McCann, Neil Reagan, Glan Heisch
Director of Time Buying and Station Relations.....William C. Dekker
Director of Radio Copy.....Harold W. Steck
Director of Tele.....Lee Cooley

*Branch Offices*

Boston Office
31 St. James Ave., Boston 16, Mass.
Vice-President-Manager Watson M. Gordon

Chicago Office
318 South Michigan Ave., Chicago 4, Ill.
Vice-President-Manager...Homer Havermale
Vice-Presidents.....Walter C. Krause, A. W. Sherer, H. G. Smith, Sidney A. Wels.

Cleveland Office
1300 Guardian Building, Cleveland 14, Ohio
Vice-President-Manager.....A. A. Sommer
Vice-President.....Ralph Koser

Detroit Office

3546 Penobscot Building, Detroit 26, Mich.
Vice-Presidents .....Paul Holder, Frank Townshend.

Hollywood Office

6331 Hollywood Blvd., Hollywood 28, Calif.
Manager .....Neil Reagan

Los Angeles Office

448 South Hill Street, Los Angeles 13, Calif.
Vice-President-Manager.....Burt Cochran

Minneapolis Office

1100 Builders Exchange, Minn. 2, Minn.
Vice-President-Manager.....Jackson Taylor
Vice-Presidents.....Victor Lowrie, John Pidgeon, George Sparling.

Portland Office

1103 Public Service Bldg., Portland 4, Ore.
Manager.....Harry Burton

San Francisco Office

114 Sansome St., San Francisco 4, Calif.
Vice-President-Manager.....H. Q. Hawes
Vice-Presidents.....C. E. Persons, Roswell Cochran, Clarence Hestorff, F. H. McCrea, Robbins Milbank, C. F. Ohliger.

*Radio Accounts* — New York: American Molasses Co., Beverwyck Breweries, Inc., Bosco Co., Chesebrough Mfg. Co., Columbia Records, Inc., Consolidated Edison Co., Cowles Magazine, Inc., Junket Brand Foods, Inc., Lehn & Fink Products, Inc, National Biscuit Co., Pacific Coast Borax Co., Westinghouse Electric Corp.; Boston: John Hancock Mutual Life Insurance Co.; Chicago: Chase Candy Co., International Harvester Co., Milk Foundation, Inc., Standard Oil Co. of Indiana, Swift & Co., Trans-Canada Air Lines, Inc.; Cleveland: Brush Development Co., Leisy Brewing Co., National City Bank of Cleveland, Ohio Bell Telephone, Perfection Stove Co., Richman Bros. Co., Standard Oil Co. of Ohio; Detroit: Altes Brewing Co., Briggs Mfg. Co., Chrysler Corporation, Petzold Motor Sales Co.; Los Angeles: Broadway Dept. Stores, Soil-Off Manufacturing Co., Southern California Gas Co., Southern Counties Gas Co.; Minneapolis: Gluek Brewing Co., Northland Milk & Ice Cream Co., Minneapolis Gas Light Co., Pillsbury Mills, Inc., Twin City Federal Savings & Loan Association; Portland: Northwestern Electric Co., Pacific Power & Light Co., Portland Gas & Coke Co.; San Francisco: Avoset Co., California Packing Corp., California Walnut Growers Assn., Coldstream Products Co., Dwight Edwards Co., W. P. Fuller & Co., General Brewing Corp., Macey's, San Francisco Baseball Club, Inc., The S.O.S. Co.

*Television Accounts* — Leisy Brewing Co., National Biscuit Co., Standard Oil Co. of Ohio, Swift & Co.

## R. E. McCARTHY ADV. AGENCY

1002 Tampa Theater Bldg., Tampa 2, Fla.
Phone M-2323
SNPA—PPA

President & Space Buyer....R. E. McCarthy
Secretary.....M. C. Benito
Treas & Prod. Mgr.....Louis Benito
Art Director.....E. C. Sandbeck

*Radio Accounts*—Babcock Furniture, Borden's Dairy, Foley Lumber Company, Las Novedades Restaurant, Peninsular Telephone Co., Pioneer Tire Co., Southern Brewing Co.

## McCORMICK COMPANY

217 E. 7th Ave., Box 1931, Amarillo, Tex.
Phone 5333
NOAB—ANPA—APA—SNPA

Owner-Manager.....James L. McCormick
Account Exec.....John R. Forkner
Account Exec.....Alfred C. Kipp
Art Director.....Alfred M. Gibbons
Production Mgr.....Harry S. Klein
Media Dir., Space Buyer, Radio Dir. John R. Forkner
Research Dir., Talent & Time Buyer Alfred C. Kipp

*Radio Accounts*—Shamrock Oil & Gas Corp., Consolidated Appliances, Inc., Amarillo Gas Co.

## McKEE & ALBRIGHT, INC.

1400 South Penn Square, Philadelphia 2, Pa.
Phone Locust 7-4737
ANPA—PPA—APA

President.....Roy J. McKee
Vice-President-Treasurer..David R. Albright
V.-P.-Radio-TV Director.James A. McFadden
Time Buyer.....Evelyn Walmsley
V.-P.-Mdse. .....Howard H. Yaw
Secretary.....T. E. Libby

*Radio Accounts*—Southern Dairies, Breyer Ice Cream Co., Pratt Food Co.

*Television Account*—Breyer Ice Cream Co.

## McKIM ADVERTISING LIMITED

1010 St. Catherine St. W., Montreal, Que., Can.
Phone Lancaster 5192
ANPA—ABC

President.....James M. Baxter
V. P., Secy.-Treas.....J. W. Thain

*Branch Offices*

320 Bay St., Toronto, Ont., Canada
Manager.....James M. Baxter

Paris Bldg., Winnipeg, Man., Canada
Manager.....A. A. Brown

514 Province Bldg., Vancouver, B. C., Canada
Manager.....H. S. Watson

## MELAMED-HOBBS, INC.

400 Second Ave. So., Minneapolis 1, Minn.
Phone Bridgeport 1225
TNPA—PPA—NOAB—APA—SNPA

President-Treasurer.....Louis Melamed

Vice-President.....S. E. Melamed
Secretary.....M. O. Gooder
Acct. Execs.....Ralph W. Hobbs, Lorne R. Moodie, E. T. Holmgrin, Newton Stein, Glenn Knoblansh, Wm. C. Duncan, Vern Sork.
Time Buyer.....Frank Johns

*Branch Offices*

E-906 First National Bank Bldg., St. Paul 1, Minn.
Manager.....E. T. Holmgren
333 N. Michigan Ave., Chicago 1, Ill.
Prod. Mgr.....Charles Ricklefs

*Radio Accounts*—Chocolate Products Co., Conrad Fur Company, Griggs Cooper & Co., Hilex Company, Kuehn-Hall Company, Lan-O-Sheen, Inc., Minnesota Farm Bureau Federation, Minnesota Farm Bureau Service Co., Milk Foundation of Minnesota, Regan Bros. Company, Sanitary Food Mfg. Co.

## ARTHUR MEYERHOFF & CO.

410 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 7-7860
ANPA—PPA—AAAA—ABP—NOAB

General Manager.....Arthur E. Meyerhoff
Financial Manager.....J. H. Hildebrandt
Director of Radio-Tele...Benjamin J. Green
Television Production.....George Rich III
Radio Time Buyer.....Carol Perel
Publication Space Buyer.....Mary Hauser
Copy Chief.....M. E. Chon
Account Executives.....John H. Lemmon, A. E. Meyerhoff, Sid Cobabe, Marshall Kissel, Benj. Green, George Taylor, Henry Bartenstein.

*Branch Office*

759 Milwaukee St., Milwaukee 2, Mis.
Manager.....George Grabin

*Radio Accounts*—Chicago National League Ball Club, Consolidated Royal Corporation (Krank's Shave Kreem), Illinois Meat Company, Milwaukee Elec. & Transport Co., Silberman Fur Corporation, Wisconsin & Michigan SS Co., Wm. Wrigley Jr. Company, Patricia Stevens Models' Finishing School, Coca-Cola Bottling Company of Chicago, Chicago Transit Authority, Clark's Super Gas, Continental Pharmaceutical Corporation (Kyron), Bruce Pharmaceutical Company (Q. R. D.).

## C. L. MILLER COMPANY, INC

521 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 2-1010
ANPA—PPA—APA—NOAB—ABC

President.....C. L. Miller
Sec. & Treas.-Radio Dir.....George Carhart

*Branch Office*

333 N. Michigan Ave., Chicago 1, Ill.
Manager.....I. M. Tuteur

*Radio Accounts*—Corn Products Refining Co., Curtis Candy Co., Gordon Baking Co., Dr. Swett's Root Beer Co.

## DAN B. MINER CO., INC.

756 S. Spring St., Los Angeles 14, Calif.
Phone TRinity 9711
AAAA — ANPA — ABP — NOAB
APA—PPA—ABC

President.....Dan B. Miner
Vice-Presidents.....John C. Morse, I. M. Greer.
Secretary-Treasurer.....M. R. Sweeny
Account Executives.....I. M. Greer, L. E. Kraft, H. S. McKay, J. C. Morse.
Radio Director.....Paul E. Forrest
Time Buyer.....Terry Brady
TV Dir.....Hildred Sanders

*Radio Accounts* — Weber's Bread, Dolly Madison Cakes, Log Cabin Breads, Dr. Ross Dog Food, Solar Aircraft Co., Storycrafter's Guild.

## EMIL MOGUL CO., INC.

250 West 57th St., New York 19, N. Y.
Phone, COlumbus 5-2482
ABP—ANPA—PPA

President, Radio-TV Dir.....Emil Mogul
Executive Vice-President.Charles Rothschild
General Manager.....Lester Loeb
Secretary-Treasurer.....Helene Mogul
Copy Chief.....Myron Mahler
Research Director.....Richard Liebman
Production Manager.....Fred Lerro
Art Director.....Ed Batt
Media Director.....Helen Munroe

*Radio Accounts*—Berolio Import Co., Inc., Barney's Clothes, Inc., Canadian Fur Corp., Gem Oil Co., Klein Bros., Knomark Mfg. Co., Inc., Napa Valley Grape Prod., National Shoe Stores, Pauker Bros., Rock-Flint, Ronzoni Macaroni Co., Stone-Tarlow Co., M. Wile & Co., Stuarts Clothes.

## THE CHESTER C. MORELAND CO.

1104 Times-Star Tower, Cincinnati 2, Ohio
PArkway 1178
PPA — ABP — ANPA

President.....Chester C. Moreland
Secretary.....Walter H. Strauss
V. P. & Space Buyer.....B. L. Schurman

*Radio Accounts* — Rainbo Baking Co., Coney Island Amusement Co., Coca-Cola Bottling Co., Cincinnati Times-Star.

## RAYMOND R. MORGAN CO.

6233 Hollywood Blvd., Hollywood 28, Calif.
Phone HEmpstead 4194
ANPA—PPA—APA—NOAB

President.....Raymond R. Morgan
Exec. Vice-Pres.....Robert C. Temple
Vice-President .....Sydney B. Gaynor

Account Executives.....Jack Kerr, L. W. Hobson
Radio-TV Director.....James C. Morgan
Production .....John Burton
Time Buyer .....Mary Ellen Ryan
Copy Chief.....Audrey Sharpe

*Branch Offices*

Raymond R. Morgan Co.
San Francisco 5, Calif.
Account Executive.....Porter F. Anderson

*Affiliate*

Goodkind, Joice & Morgan, Inc.
Palmolive Bldg., Chicago 11, Ill.
President.....Clyde M. Joice

Raymond R. Morgan Co.
1 Rue Faubourg St. Honore
Paris, France
Chief Executive.....Raymond R. Morgan, Jr.

*Radio Accounts*—Planters Nut & Choc. Co., J. A. Folger & Co., Los Angeles Soap Co., (White King Granulated Soap; Scotch Triple Action Cleanser; Sierra Pine Toilet Soap; Merrill's Rich Suds; Merrill's Pine Toilet Soap), Chapman Park Hotel, MacIntosh Studio Clothes, German's Seed and Plant Co., Institute of Religious Science, Desert Air Hotel.

## MORSE, INTERNATIONAL, INC.

122 East 42nd St., New York 17, N. Y.
Phone ORegon 9-4600
PPA—APA

Chairman of the Board.....Allan T. Preyer
President.....Mansfield F. House
Treasurer.....Orin L. Lancaster
Dir. of Media and Exec. Asst.....H. G. Selby
Mgr. Radio-TV Dept.....C. C. Slaybaugh
Export Media Mgr.....Aurora Blando
Dir. of Prod and Exec Asst...M. K. Burckett
GP. Prod. Mgrs.....W. W. Williams, D. R. Quist.
Sr. Art Director.....Claude Hurd
Group Art Directors.....Elliott P. Ellis, Genard J. Andreozzi, Louis Szalay.
Art Studio Manager.....John V. Ryden
Account Executives.....Emory Ward, E. R. Korth, Constance Boland, H. G. Selby, M. K. Burckett

*Radio Accounts*—Vick Chemical Company, The Sofskin Company.

*Television Account*—Vick Chemical Company.

## MOSELLE & EISEN ADV. AGENCY

522 Fifth Ave., New York 18, N. Y.
Phone MUrray Hill 2-4939
PPA—APA—ANPA

Partner .....Henry Eisen
Partner .....Rose Moselle
Copy Chief.....Sara Lipsey
Publicity.....Mildred May Barsky
Acct. Exec.....Richard Moselle
Art Dir., TV Prod.....Frederick H. Cassens
Prod. Mgr.....Jack Feinberg
Media Dir., Research, Time Buyer.Alice Ross

## MOSER & COTINS, INC.

10 Hopper St., Utica 3, N. Y.
Phone Utica 4-6141
ABP—ANPA—PPA—NOAB—APA

Pres. & Treas.....A. S. Cotins
Vice-President.....James N. Brown
Vice-Pres.-Art Director....A. M. Huntington
V.-P., Secretary.....Lyle B. Reigler
Asst. Treas.....C. O. Benson
Media Director.....Miss L. B. Mang

*Radio Accounts*—C. A. Durr Packing Co., Inc., Hospital Plan, Inc., West End Brewing Co., Comstock Canning Corp.

## MOSS ASSOCIATES

415 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 7-7377-8
APA—ANPA

Partner.....Joseph H. Moss
Copy Chief.....Charles D. Beckman
Space Buyer.....Betty Math
Art Director.....James Sullivan
Radio-TV.....Ely A. Landau

*Radio Accounts*—Ybry Perfumes, Madow's Jewelry Stores.

## C. WENDEL MUENCH & CO.

520 N. Michigan Ave., Chicago 11, Ill.
Phone WHitehall 4-7717
ABP—ANPA—PPA

President.....C. Wendel Muench
Account Executives.....C. T. Kerrigan, M. O. Yocum, C. W. Muench.
Mgr. Client Service.....Robert Gingrich
Media Director.....Victor Fabian
Production Manager.....William G. Fisher
Radio Dir.....Glenn E. Martin

*Radio Accounts* — Durkee Famous Foods, Pavelka Bros., Marhoefer Packing Co., Toffenetti Restaurant.

*Television Account*—Triangle Restaurant Co.

## NATIONAL EXPORT ADVERTISING SERVICE

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 9-6835

President.....Paul R. Kruming
Vice-President.....Thomas W. Hughes
Media Dir.....Jack Donelson
Secretary .....Joseph Madden

Account Execs.....Philip Gurvich, John Sweeney, Joseph Madden, Thomas N. Hughes, Paul R. Kruning.
Timebuyer .....Leonore Sanders
Contract Manager.....Joseph Finale
Radio & TV Dir.....James G. Zea
*Associate Offices In*:
Cuba, Mexico, Venezuela, Colombia, Brazil, Argentina, South Africa,
*Radio Accounts*—Borden Co., Carter Products, Electric Autolite, Esterbrook Pen Co., H. J. Heinz Co., Lambert Pharmacal Co., Lever Brothers, Richard Hudnut, Quaker Oats Co., Ruppert Brewery, William R. Warner, National Carbon Co.

## NEEDHAM, LOUIS & BRORBY, INC.

135 S. LaSalle St., Chicago 3, Ill.
Phone STate 2-5151
AAAA—ANPA—PPA—NOAB—APA—ABC—ABP
President.....Maurice H. Needham
Vice-Presidents.....John J. Louis, Melvin Brorby, W. Raymond Fowler, Wm. D. Horne, Jr., Wm. P. Bager, Wm. H. Ohle, Wm. R. Kinnaird, Otto R. Stadelman (Media Dir.), Keo Currie (Research Dir.), Alan Wallace (Radio Dir.), Alan Wallace (Radio Dir.), Leo Kennedy (Copy Dir.) John H. Kies (Art Dir.), Erwin A. Miessler (Production Dir.), Frank Pittman (Radio Manager-Producer, Hollywood Office).
Sec.-Treas.....Max D. Andyl
*Branch Office*
1680 North Vine St., Hollywood 28. Calif.
Manager.....Frank Pittman
*Radio Accounts* — Kraft Food Co,. S. C. Johnson & Son, Swift & Co., Wieboldt Stores, Inc., Derby Foods, Inc., Lever Bros. Co.

## NEFF-ROGOW, INC

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 7-4230
Pres. & Acct. Exec.....William Rogow
Acct. Exec., Copy Chief....Stewart P. Brown
Personnel Director.....Harriet Barnett
*Radio Accounts*—Melville Shoe Corp., Joseph Martinson & Co., Bond Stores, Inc.

## NELMS & FULLINGTON, INC., ADV.

312½ W. Walnut, Springfield, Mo.
Phone 3-4050
APA
Pres.-Time Buyer..M. Wayland Fullington
V.P.-Time Buyer.....Ralph A. Nelms
Prod. Mgr.....Robert McClancy
Art Director.....George Janes
MAOMI .....Phil Beck
*Radio Accounts*—Assemblies of God, Faith of our Fathers, Inc., Old Nick's Seed Co., Wilke Laboratories, Ozark Implement & Tractor, Pioneer Products Co., Inc., Wilson Bros. Mfg. Co.

## NEWELL-EMMETT COMPANY

40 East 34th St., New York 16, N. Y.
Phone MUrray Hill 3.4900
AAAA—ANPA—PPA—ABP—NOAB—SNPA—ABC—APA—CAN—NAAN—TAAN—BMB
Partners.....Clarence D. Newell, William Reydel, John P. Cunningham. C. S. Walsh, R. L. Strobridge, F. H. Walsh, G. S. Fowler, T. J. Maloney.
Radio Director.....Blayne Butcher
Time Buyers.....Gene Litt, Tom Lynch.
TV Dir.....George Foley
Media Dir.....N. M. McEvoy
*Branch Offices*
8420 Sunset Blvd., Hollywood 46, Cal.
Manager.....Martin Barrett
1305 Terminal Tower Bldg., Cleveland 13, Ohio
Manager .....Robert Williams
*Radio Accounts*—Liggett & Myers Tobacco Co. (Chesterfields), Beech-Nut Packing Co., Economics Laboratories, Kirkman Soap, Sherwin Williams, Electrical Auto-Lite Co., Sunshine Biscuits, Inc., Northwest Airlines.
*Television Accounts* — Merrill-Lynch, Squibb & Sons, International Silver Co., Sylvania Electric Co., Liggett & Myers (Chesterfield), Sunshine Biscuits, Inc., Sherwin-Williams.

## THEO. A. NEWHOFF ADV. AGENCY

1403 Court Square Bldg., Baltimore 2, Md.
Phone Lexington 7155
AAAA—ANPA—ABP—NOAB—PPA
President.....Theodore A. Newhoff
Vice-Presidents.....Marx S. Kaufman, Samuel S. Strouse
Secy.-Treas.....R. M. Newhoff

## NEWMAN, LYNDE & ASSOC., INC.

400 Florida National Bank Bldg., Jacksonville 2, Fla.
Phone 3-1253
ABP—ANPA—SNPA—NOAB—FAAC—APA
President.....M. T. Newman
Executive Vice-President.....Hunter Lynde
Vice-President.....Gordon Stewart
Secretary.....Ron Sercombe
*Radio Accounts*—Foremost Dairies, Inc., JAX Brewing Co., Wood Chemical Co.

## NORTHWEST RADIO ADV. CO.

708 American Bank Bldg., Seattle 4, Wash.
Phone Elliott 5488
Mgr. & Radio Dir.....Edwin A. Kraft
Asst. Manager .....W. L. Paul
*Radio Accounts*—Gardner Nursery Co., Henry Lily Farm, Rhodius Perfumes, Unicorn Press Alaska Life, Mothers Home Life, Frederick Herrschner, Music in Color, Pacific Alaska Sales Co., Home Art Studios.

## OLIAN ADVERTISING CO.

909 Ambassador Bldg., St. Louis 1, Mo.
Phone Central 8380-1-2-3
ANPA—PPA—NOAB—ABP—APA

President.....Irwin A. Olian
Vice-Presidents.....Harold A. Thomas, J. Walter Goldstein.
Copy Chief.....James Spencer
Space Buyer & Res. Dir.....James O'Neal
Art Director.....Harry Lindemann
Prod. Mgr.....Evelyn Hester
Radio Director.....Margaret Hart Nelson

*Branch Offices*

35 E. Wacker Dr., Chicago 1, Ill.
Vice-Presidents.....I. J. Wagner, M. H. Bronner
38 Central Park South, New York 19, N. Y.
V.P. & Radio Dir.....Harold Kaye

*Radio Accounts*—Atlas Brewing Company (Atlas-Prager Beer), Ayars, John G., Co. (Helen Ayars Hand Cream), Biscoglia Bros. Corp. (Paradise Wines), Columbia Brewing Company (Alpen Brau Beer, Courtney's Ale), Eagle Stamp Company (Eagle Stamps), F & F Laboratories, Inc. (F & F Cough Drops), General Grocer Company (American Lady-Topmost Foods, Big Fellow Peas, Cob-Cut Corn, Dining Car Coffee, Manhattan Coffee), International Laboratories, (Mylo Pharmaceuticals), Lewis-Howe Co. (Tums & Nature's Remedy), Milton Oil Company (Dixcel Gasoline), Missouri Brewers' Association, National Dairy Products Company, Inc. (Sealtest Products), National Waste Paper Campaign (Fifty Leading Paperboard Mills), Schoenhofen Edelweiss Co. (Edelweiss Beer), Vess Beverage Co. (Vess Cola), Wenzel H., Tent & Duck Co., (Water Bags & Tarps).

## ROBERT W. ORR & ASSOC., INC.

4 W. 58th St., New York 19, N. Y.
Phone PLaza 9-8050
ANPA—NOAB—PPA—ABC

Vice-President.....Robert W. Orr
Vice-Presidents.....Eldon Sullivan, Arkady Leokum, Arthur Livingston, Jacques Zuccaire
Secy.-Treas.....Chauncey C. Seedorf
Radio-TV Director.....John C. Hoagland

*Branch Office*

8611 Sunset Blvd., Los Angeles 46, Calif.
Manager.....Richard Diggs
123 New Bond St., London, England
Manager.....F. A. Nicholson
96 Rue de la Victoire, Paris, France
Manager.....M. Renault

*Radio Accounts*—Woodbury Co., The Andrew Jergens Co.

## OWEN & CHAPPELL, INC.

595 Madison Ave., New York 22, N. Y.
Phone PLaza 8-2400
ABP—ANPA—PPA—NOAB—APA

President.....John H. Owen
Executive Vice-President...Charles Chappell
V.-P. Radio-TV Dir.....David Hale Halpern
Vice-Pres. & Dir. of Media.....Marc Seixas
Time Buyer.....Don Scandlin

*Radio Accounts* — National Brewing Co. Browne Vintners Co., Inc., AF of L.

*Television Account*—National Brewing Co.

## MERRITT OWENS ADV. AGENCY, INC.

301 Bennett Bldg., Kansas City 10, Kans.
Phone Dr. 7250
ABP—ANPA—APA—PPA

Pres. & Acct. Exec.....Merritt Owens
Vice-President.....John J. Goetz
Prod. Mgr.....R. Grant Neds
Art Director.....Irene Irvin

*Radio Accounts*—Feld Chevrolet Company, Inter-State Moving & Stor. Co., Meyer Sanitary Milk Co., Nourse Oil Company, Sun-Ra Frozen Foods, Inc., Joe M. O'ffill Motor Co., Davidson Brothers Motor Co., Sutherland-Becker Laboratories.

## PACIFIC ADV. STAFF

1624 Franklin St., Oakland 12, Calif.
Phone TEmplebar 2-2885
ABP—APA

Partners.....Helen A. Kennedy, Carl W. Sickler.
Assoc.....Harvey C. Scott
Account Executive.....Walter Utterback
Radio Production.....Helen A. Kennedy

*Radio Accounts* — Jackson Furniture Co., First Federal Savings & Loan Association, Chapel of Memories, Bananza Corp., Perfect Seal Jars.

## PACIFIC NATIONAL ADVERTISING AGENCY

605 Union St., Seattle 1, Wash.
Phone ELiot 1401
ANPA—AAAA—NOAB—CAN

President.....Wm. H. Horsley
V.-P., Radio-TV Dir.....Trevor Evans
Secretary-Treas.....H. O. Stone
Radio Time Buyer.....G. M. Nyman

*Branch Office*

715 Cascade Bldg., Portland 4, Ore.
Co-Managers.....Mr. & Mrs. Milton Foland

*Radio Accounts*—Fisher Flouring Mills Co., Washington Co-Op Farmers Assn., Lang & Co., Washington State Fruit Commission, Cowman & Campbell Co., William O. McKay Co.

*Television Accounts*—Fisher Flouring Mills Co., Montag, Seattle-First National Bank, Pacific Lincoln Mercury Co., William O. McKay Co., Pacific Nat. Advg Agency, Imperial Candy Co., Federal Old Line Insurance Co.

## PEARSON ADVT. AGENCY, INC.

50 East 42nd St., New York 17, N. Y.
VAnderbilt 6-0029
PPA

Pres. & Treas.....C. H. Pearson
Copy Chief, Editor.....William R. Barker
Radio Director.....Hope M. Stewart

*Radio Accounts*—Cooper Razor Blade Co., Manufacturer's Trust Co.

## PECK ADVERTISING AGENCY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-0900
ABP—ANPA—PPA—NOAB—APA

President.....Harry Peck
V. P. & Treas.....Seymour Hesse
V.P. & Secretary.....Harry Krawit
V.P. & Gen. Mgr.....Walter Schwartz
Vice-President.....Bruno W. Randolph
Director of Radio-Television
A. L. Lieberman

*Radio Accounts* — Beverwyck Breweries, Inc., Consolidated Tea Co., Old Dutch Mills, Inc., Pando & Co., Parker Watch Co., Templetone Radio Co., Inc., Fruit of the South, I. J. Fox.

*Television Account*—Churchwater & Co.

## PEDLAR & RYAN, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1500
AAAA—ABP—NOAB—ANPA—PPA
APA—ABC—SNPA—BMB

President.....Thomas L. L. Ryan
Vice Presidents.....E. G. Sisson, Jr., G. Douglas Morris, T. C. Fisher.
Secretary.....H. C. Sutherland
Media Director.....T. C. Fisher
Time Buyer.....John J. McSweeney
Dir. of Radio-TV.....E. G. Sisson, Jr.
Asst. Director.....W. S. Roberts
Program Supervisors.....W. S. Roberts, Elizabeth C. Shay.

*Radio Accounts* — Centaur Caldwell Division Co. of Sterling Drug, Procter & Gamble, North East Airlines.

## R. C. PHARES ADV. AGENCY

701 Lloyd Bldg., Seattle 1, Wash.
Phone Seneca 4880

President.....R. C. Phares
Acct. Manager.....J. A. Dusriy

*Radio Accounts*—Playland, Jack Miller, S. Seattle Land, White Center Com. Western Wineries, Walters Studio, Viewlands Fuel, Center Jewelers, Owen-Hampson, Arthur A. Wright, Northwest League Casimir Cleansers.

## THE PHILLIPS COMPANY

604 First National Bldg., San Diego 1, Calif.
Phone Franklin 2122
TAAN

Partners.....William L. Phillips, Charles C. Ramsey
Account Executive.....Fred J. Volz
Radio Dir.....Bill Mesmer
Time Buyer.....Ruth B. Hale

*Radio Accounts*—Arden Farms Company, Tufford Motor Company, Dr. G. W. Raichart, Home Federal Savings & Loan Association, Davidson Furniture Co., Swan Shop, Valle's Restaurant, Aristocrat Venetian Blinds, Mrs. Conklings Bakery, The Grable Company, Mexicali Brewing Co., First National Bank, Willis M. Allen Company, Dennstedt Electro-Mart, Stanley Andrews Sport Goods Store.

## PITLUK ADVERTISING CO.

2200 Alamo National Bank Bldg.
San Antonio 5, Texas
Phone GRrfield 7268
ABP—ANPA—PPA
SNPA—NOAB—APA—TAAN

Owner.....Jack N. Pitluk
Radio Director.....Bob Holleron
Asst. Director.....Pat White
TV Dir, Time Buyer.....Jack N. Pitluk, Jr.
Asst. TV Dir.....Sam Riklin

## PORTER & ASSOCIATES

430 South Western Ave., Los Angeles, Cal.
Phone DUnkirk 8-2972

Partner Owner, Time Buyer & Adv. Sales Mgr.....Irwin T. Porter
Partner Owner, Radio Dir. Gertrude T. Porter
Copy Chief.....Jean Norab

## R. J. POTTS—CALKINS & HOLDEN

215 W. Pershing Road, Kansas City 8, Mo.
Phone Victor 2530
NOAB—ANPA—PPA—APA

President.....R. J. Potts
Vice-Presidents.....J. B. Woodbury, C. C. Tucker, E. A. Warner, C. L. Robinson
Secretary-Treasurer.....C. C. McMillan
Radio Director.....Gene Dennis

## POTTS-TURNBULL CO., INC.

912 Baltimore Ave., Kansas City 6, Mo.
Phone Victor 9400
ANPA—APA—PPA—NAOB

President.....W. J. Krebs
V-P.-Production Mgr.....D. E. Dexter
Secretary.....W. B. Stowe
Treasurer.....C. J. Effie
V. P. & Radio Dir.....N. P. Rowe

## PRATER ADV. AGENCY, INC.

705 Chestnut St., St. Louis 1, Mo.
Phone GArfield 6490
ABP—ANPA—APA—SNPA

President.....George L. Prater
Vice-President.....Harold R. Buschhorn

Secretary .....Mary Peil
Art Dir.....James W. Duke

*Radio Accounts*—Claussner Hosiery Co., Falls City Brewing Co., Inc., Merit Clothing Co., Moniteau Mills.

## PRATT AND BURK

223 Fourth Ave., Pittsburgh 22, Pa.
Phone ATlantic 1-4139

Partners.....Russell Pratt, G. Norman Burk
Comptroller.....Robert W. Torrence
Media Dir. & Secy.....D. E. McCarthy
Radio Director.....Russell Pratt
Copy Writer.....Ann Carnahan

*Radio Accounts* — American Cleaning & Dyeing Co., The Boehm Co., Central Lincoln-Mercury, Hutchinson Co., D. J. Kennedy Co., Liberty Baking Co., Lincoln-Mercury Dealers of Allegheny County, Meadow Gold Dairies, Inc., Meadow Gold Foods Co., Midtown Motors, Inc., National Record Mart, Peerless Wallpaper & Paint Co., Pittsburgh Home Savings & Loan, Roth Rug Cleaners, Inc., Standard Floor Co., Spix Prods. Co., Tucker and Tucker, Voco Tele Music Corp., George M. Wilson Co., Winston Chevrolet, Inc., Presbyterian Book Store, Knights Life Ins. Co.

## PROGRESSIVE RADIO ADVERTISING CO., INC.

260 E. 161st St., New York 51, N. Y.
Phone MElrose 5-5522-3-4

Pres. & Radio Dir.....Lido Belli
Secretary & Time Buyer..Catherine Termini

*Radio Accounts* — Adam Hats, Bendix Washing Machine, Florsheim Shoes, Buitoni Prods., White Sewing Machine, William Oil-O-Matic Oil Burners, Chrysler Corporation, Carter's Little Liver Pills, Conti Products, Consolidated Edison Co. of N. Y., De Nobili Cigar Co., Ford Motors, Flotill Products, Gambarelli & Davitto, Inc., General Electric, General Motors, Johnson & Johnson, Kelvinator Refrigerators, Manufacturers Trust Co., Pepsi Cola, Philco Refrigerators and Radio, Pinex, Southern Cotton Oil Co., United Security Associated Warehouses Assn., White Labs. Inc., Planters Edible Oil Co., Procter & Gamble, Public National Bank & Trust Co., RCA Victor, Perugina, Inc., Quiet May Oil Burner Co., S. A. Shonbrunn (Medaglia d'Oro Coffee); Warren Norge Co., Wrigley Chewing Gum, Superfilm Distributing Corp., St. Joseph's Aspirin, Atlantic Macaroni, Co., Inc., Florence Gas Range, Frank (Chicory & Spices), Hi-Jump Fruit Co. of California; Maytag Washing Machine, Ossola J. Co.; Pandora Cigar Co., Inc., RKO Theater.

## QUALITY PARK ADV. AGENCY

450 N. Syndicate St., St. Paul 4, Minn.
Phone NE 7873
APA—PPA

General Manager.....R. J. Henderson
Director of Sales.....C. Fyten
Art Director.....Charles Ernst
Production Manager.....D. J. Holstad
Space Buyer.....E. J. Petersen
Radio Dir. & Time Buyer.....J. H. Fischbein
Copy Chief.....John Reely

*Radio Accounts*—Dairy Fresh Creameries, Miss Morris Candies, Zip Co., Red Wagon Pop Corn, Kennedy Products, Hilltop Feeds.

## THE L. W. RAMSEY ADV. AGENCY

111 E. Third St., Davenport, Iowa
Phone 3-1889
NOAB—ANPA—PPA—APA—ABP

Partners.....E. G. Naeckel, A. C. Naeckel, W. J. Henderson, G. E. Bischoff, A M. Walgren.
Service Director.....A M. Walgren
Production Manager.....D. Worden
Art Director.....P. Norton
Technical Consultant.....W. A. Giraldi

*Branch Offices*

1509 Cross Roads of the World,
Hollywood 28, Calif.
Manager.....Ruth Lambert

230 N. Michigan Av., Chicago, Ill.
Vice-Pres., Sec., & Gen. Mgr.....F. L. Eason
Vice-President.....L. H. Copeland
Art Director.....E. J. McCabe
Radio Director.....D. L. Parsons
Production Manager.....Vito M. Volino

*Radio Accounts*—The F. W. Fitch Co., Blackhawk Brewing Co., Western Grocer Co., The Herman Nelson Corp., Illinois Commercial Men's Assn., Berghoff Brewing Corp., Lite Soap Co., Michigan Mushroom Co.

## RADIO ADVERTISING CORP. OF AMERICA

47 Audubon Ave., Jersey City 5, N. J.
Phone Bergen 4-2332

President.....Michael A. Fiore
V.P. & Treas.....B. V. Fiore
Secretary.....Sol Chasnoff
Prod. Mgr. & Acct. Exec.....Paul Apello
Radio-TV Director.....Michael A. Fiore
Acct. Exec.....B. Wilman

*Radio Accounts*—China Clipper, Non-Sectarian Radio Church, Evangelistic Prophetic Testimony of Phila., Watchung Lake, Casino Beach & Pool, Freehold Raceways, Dover Race Track, Post Auto Exchange, Airport Motors, Alexander Beverages, D. Wolff & Co., Circle Motor Sales, South Beach Busi-

ness Men's Assn., Village Business Men's Assn.

*Television Accounts* — Watchung Lake, Swimming & Bathing Resort.

## THE RANDALL COMPANY

75 Pearl St., Hartford 5, Conn.
Phone 7-1179
ABP

Radio Director.....Florence F. Grady

*Radio Accounts*—Crown Petroleum Corp., Crosby Clothes, George E. Dewey Co., Ellin & Levin, Harry Glotzer, Hartford Gas Co., Hoffman Wallpaper Co., Musler's Wayne Apparel, Savitt Jewelers, Schultz Beauty Salons, Bacon Bottling Co., Tuckey's Radio & Appliances, Wachtel's Dept. Store.

## THE FRED M. RANDALL CO.

Book Tower, Detroit 26, Mich.
Phone Cadillac 4662
ABP—ANPA—APA—PPA—ABC—NOAB

Pres. & Treas.....H. Ross Mack
Vice-Presidents..Hal. G. Trump, Ralph W. Sharp
Secy. & Copy Chief.....George B. Dow
Radio Dir.....R. D. Hughes
Space & Radio Time Buyer.....Charles E. Foerster
Art Director.....L. F. Decheim
Production Mgr.....George L. Husted
Account Executives...H. Ross Mack, Hal G. Trump, Ralph W. Sharp, R. D. Hughes, Charles Foerster, J. W. Sweet, Lee E. Crooks

*Radio Accounts*—Board of State Fair Managers, Booth Newspapers, Bronte Champagne & Wines Co., Inc., Salutaris Mineral Springs.

## RAYMOND ADV. AGENCY

11 Commerce St., Newark 2, N. J.
Phone MA 2-6811
ANPA—PPA—ABP—APA

Owner.....Milton C. Tauder
Art Dir.....William Wilbur
Production Mgr.....Nathan Chayette
Tele & Radio Dir.....P. Rossano
Publicity Dir.....Lillian Timoney
Research Dir.....Eleanore Lambeck

*Radio Accounts*—K. Kaufman & Co., Inc., Monroe Savings & Loan Assn., Teldisco, Inc., Union National Bank.

## CHAS. DALLAS REACH CO.

58 Park Place, Newark 2, N. J.
Phone Market 3-5100
AAAA — ANPA — PPA — ABP — APA

President-Director of Radio.
Chas. Dallas Reach
V. P.'s.....F. R. Riszey, H. E. Sands.
Secretary.....Edward Sahrbeck

*Branch Office*
416 W. 55th St., New York 19, N. Y.

Vice-President.....H. E. Sands

*Radio Accounts*—Koppers Co., Minnesota Division, Admiracion Laboratories, L. E. Waterman Co., Dugan Bros. of New Jersey, Inc., New Jersey Bell Telephone Co.

## REDFIELD-JOHNSTONE, INC.

420 Madison Ave., New York 17, N. Y.
Phone PLaza 3-6130-1-2-3
ANPA—ABP—APA—NOAB

Chairman of the Board.....L. L. Redfield
President.....E. F. Johnstone
Buyer .....Mary Ripple

*Radio Accounts* — Colcombet Wines, Hall and Ruckel, Inc., Howard Clothes Co., Krashe Cosmetics, Pierce's Proprietaries, Inc., Block Drug Co., E. Fougera, Inc.

*Television Account*—Howard Clothes.

## REDMOND COMPANY

38 Newbury St., Boston 16, Mass.
Phone KENmore 4545
ABP—ANPA—APA—PPA—NOAB

Pres., Treas., Radio Dir.....C. A. Dana Redmond
V. P., Art Dir., Space Buyer..D. L. Bassett
Secretary.....E. E. Kolb

*Radio Accounts*—Charles B. Perkins Co., Salem Chemical & Supply Co., Savogran Co.

## THE BERT REESE SYNDICATE

1776 Broadway, New York 19, N. Y.
Phone PLaza 9-6837

Exec. Dir.....Berthold J. Reese
Art Dir.....Oscar Liebman
Production Mgr.....B. C. Streib
Space Buyer.....James L. Northrup
Buyer of Radio Time....P. E. Cunningham

## KNOX REEVES ADVERTISING, INC.

600 First National—Soo Line Bldg.
Minneapolis 2, Minn.
Phone BRidgeport 7701
AAAA—ABP—ANPA—APA—NOAB—PPA—ABC—BMB

President.....E. E. Sylvestre
Executive Vice-President.....Wayne Hunt
Vice-Presidents.....J. H. Sarles, Elizabeth B. Reeves, Helen A. Brown, R. W. Stafford, E. K. Pottle.
Secretary & Treasurer.....C. L. Greenwood
Radio-TV Director.....Russell E. Neff

*Branch Office*
625 Market St., San Francisco 5. Calif.

Vice-Pres. & Mgr.....H. H. Strobusch

*Radio Accounts* — General Mills, Inc., Pacific Gamble Robinson Co., Midland National Bank, Sperry Flour Co.

*Television Account*—General Mills, Inc.

## REINCKE, MEYER & FINN

520 N. Michigan Ave., Chicago 11, Ill.
ABP—NOAB—ANPA—APA
ABC—BMB

President.....Wallace Meyer
Sec.-Treas.....C. A. Reincke
Vice-Presidents.....Gordon Taylor, C. C. Stevens, J. J. Finn.
Radio-TV Dir.....Frank M. Baker

*Radio Accounts*—Blue Moon Foods, Reed Candy Co., Chicago, Burlington & Quincy R.R., The Ball Co., Jan-Wil Corp.; Gulf, Mobile & Ohio R.R., Anderson Co.

*Television Account*—Reed Candy Co.

## THE REINGOLD CO., INC.

10 State St., Boston 9, Mass.
Phone Capital 7-7611
ANPA—PPA—ABP—AAAA

President.....Harry I. Reingold
Art Dir.....Harry Goodman
Assoc. Art Dir.....Laurence W. Hobbs
Production Mgr.....Francis R. O'Reilly
Asst. Prod. Mgr.....Fiore Rapa
Copy Chief.....Harry Dodsworth
Media Dir. & Radio Time Buyer Thomas J. Rowen
Mgr. Outdoor Dept.....Burt C. Riley, Jr.
Radio-TV Dir.....Frederick W. Ayer

*Radio Accounts*—Hampdon Brewing Co.

## EMIL REINHARDT ADVERTISING AGENCY

1736 Franklin St., Oakland 12, Calif.
Phone Templebar 2-2408
ABP — ANPA — APA

President.....Emil Reinhardt
Copy Chief.....Dave Lane
Space Buyer.....Dorothy Orrick
Radio Manager.....Joseph Connor
Copywriter .....James Prindiville
Production Mgr.....Edward O'Mara
Radio Time Buyer.....Eleanor Shea
Manager .....Joseph Connor

*Radio Accounts* — Kilpatrick's Bakeries, Mary Ellen's, Inc., Standard Beverages, Central Bank, San Francisco Brewing Co., Grocers Milk Co., Tuttle Cheese Co.

## REISS ADVERTISING

221 W. 57th St., New York 19, N. Y.
Phone PLaza 7-8030
ANPA—ABP—PPA—APA—SNPA—CAN

President.....Joseph Reiss
Vice-President.....Harold Reiss
Secretary-Treasurer.....B. M. Reiss
Comptroller & Office Mgr....John T. Cisneros
Acct. Execs.....John L. Bricker, Mike Beecher, Stanley Sussman.
Radio Dept.....Ed Rattner, Marion Kushner, Rose Yergin.

*Radio Accounts*—Decorative Cabinet Corp., Lafayette-Concord Radio, S. Klein, McCrory Stores, Princess House Closets, Rand Rubber.

*Television Accounts* — Lionel Corp., Toy Guidance Council.

## E. W. REYNOLDS, LTD.

145 Yonge Street, Toronto 1, Ont., Canada
Phone WAverly 6157
ABC

President.....Edward W. Reynolds
Secy. & Treas.....Fred Banks
Art Dept.....Garth Harber
Production Mgr.....John L. R. Russell
Copy Chief .....N. Stuart Walton
Radio Dir.....H. C. Caine
Asst. Radio Dir.....Shirley Oakes
Space Buyer.....Helen Anderson
Account Executives....C. Warren Reynolds, H. D. R. Newby, H. C. Caine.

*Radio Accounts*—The Ogilvie Flour Mills Co. Ltd., Lantigen Laboratories Ltd., West York Motors Ltd., Ontario Honey Producers Co-operative Ltd., The T. Sisman Shoe Co. Ltd.

## FLETCHER D. RICHARDS, INC.

10 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 7-6383
AAAA—ABC—ABP—ANPA—APA—NOAB—PPA

President.....Fletcher D. Richards
Vice-Presidents.....Willis E. Blodgett, Bradley A. Walker.
Secy.-Treas.....Duane W. Beurmann
V.-P. & Media Dir.....E. A. Eliott
Vice-Presidents.....W. A. McNabb, Radcliffe Romeyn, John Davidson, Trell Yocum, M. J. Casey.
Art Director.....John Sidebotham
Copy Chief.....Harry Barnhart
Mgr.-Market Analysis....Herbert L. Baldwin
Time Buyer.....George Pamental
Radio-TV Dir.....Kenneth Young
Program Director.....Tom Hicks, Jr.
Writer & Asst.....S. J. Frolick

*Branch Office*

Lincoln Tower, 75 E. Wacker Dr., Chicago 1, Ill.
Manager.....French L. Eason

*Radio Accounts*—Eastern Air Lines, Inc., United States Rubber Co., Rockwood & Co., Durham-Enders Razor Corp., The Joseph Dixon Crucible Co.

*Television Accounts* — United States Rubber Co., Eastern Air Lines, Inc.

## M. EVANS RICHMOND ADV. AGENCY

1411 Walnut St., Philadelphia 2, Pa.
Phone LOcust 7-3479
ABP

Pres. & Radio Time Buyer.....M. Evans Richmond
Art. Dir.....Mathew Lynch
Production Mgr.....Claude Lathrop
Account Executive.....Robert S. Hammond

*Branch Office*
80 Boylston St., Boston 16, Mass.

## R. C. RIEBEL ADV. AGENCY

151 S. 5th St., Louisville 2, Ky.
Phone WAbash 6039-30

Owner.....R. C. Riebel
Production Mgr.....Walter W. Werle
Radio-TV Dir.....Sally V. Woleven

*Radio Accounts*—Bank of Louisville, Burdoff Furniture Co., Broadway Chevrolet Co., Cooke Chevrolet Co., Cooke Pontiac Co., Commonwealth Life Insurance Co., Howel Furniture Co., Liberty National Bank & Trust Co., Monarch Auto Co., Yellow Cab Co., Paramount Foods, Inc., Hurry-Up-Broadway.

## LEE RINGER ADVERTISING

3923 West 6th St., Los Angeles 5, Calif.
Phone DRexel 8131
AAAA—ABP—ANPA—APA—PPA

Owner .....Lee Ringer
Art Dir.....Richard Pennington
Production.....C. C. Wickstrom
Copy Chief.....Mary Lou Gordon
Time & Space Buyer.....Shirley Etkin

## JOHN H. RIORDAN CO.

605 Lucas Ave., Los Angeles 14, Calif.
Phone Madison 6-2291

Owner.....John H. Riordan
Art Dir.....Elsie Beck
Space & Time Buyer.....Nancy Meyers
Account Executives.....A. Culver Boyd, Jr., C. R. Hawkins.

*Radio Accounts*—Calif. Flyers, Inc., Calif. Growers Wineries, Doyle Packing Co.

## PHILIP RITTER CO., INC.

511 Fifth Ave., New York 17, N. Y.
Phone MUrray Hill 7-6574
ANPA—APA—PPA—AAAA—NOAB

Chairman & Treas.....Philip Ritter
Vice Pres.....Walter J. McIndoe
Secty.....Henry P. Bender

*Radio Accounts*—Bel Paese Sales Co., W. C. Horn Bros. & Co., Ryan Sales Co.

## RITTS ADVERTISING AGENCY

601-5 Gerke Bldg., Cincinnati 2, Ohio
Phone DUnbar 0532

Owner .....Charles Rittenhouse

## DAN RIVKIN AGENCY

1418 Walnut St., Philadelphia 2, Pa.
Phone PE 5-5766

Owner & Chief Executive.....Dan Rivkin

*Radio Accounts*—Spiro's Apparel, Moskin Clothes, Richards Clothes, John Kohler Clothes, Dunoff Shoes, Berg Bros. Clothes, Joe Krass Clothes, Royal Shoes, Ismak Rug Mills, I. Schubin Furniture.

## ELWOOD J. ROBINSON ADV. AGENCY

541 So. Spring St., Los Angeles 13, Calif.
Phone MUtual 6293
ABP—ANPA—PPA—APA

President.....Elwood J. Robinson
Vice-President.....Melvin A. Jensen
Secretary.....Eola E. Gass
Copy Chief.....B. E. Howard
Production Mgr.....T.H. Tomlin
Art Director.....Walton Titus
Media Dir.-Time Buyer.....R. C. Neuman

*Branch Office*
801 Kohl Building, San Francisco, Calif.

*Radio Accounts*—Lomd Linda Food Co., Pioneer Savings & Loan, Home Building & Loan Assn., Metropolitan Federal Savings and Loan Assn., Trailer Coach Assn. of California, Cinch Products, Inc., Pasadena Builders & Loan Assoc., California Fig Institute, Western Savings & Loan Assn., Federal Savings & Loan Institute, Lorenz Broom & Mop Co.

*Television Accounts*—Pasadena Building & Loan Assn., Cinch Products, Inc.

## ROCHE, WILLIAMS & CLEARY, INC.

135 S. La Salle St., Chicago 3, Ill.
Phone RAndolph 9760
ANPA—APA—PPA—NOAB—ABC

President.....J. P. Roche
Treasurer.....D. J. Kelly
Secretary.....M. F. Williamson
Vice-Presidents.....J. M. Cleary, S. Weston, Guy C. Pierce, Lloyd Maxwell, R. A. Porter, J. V. Gilmour.
Director of Radio.....Phil Stewart

*Branch Offices*
225 S. 15th St., Philadelphia 2, Pa.
Vice-Pres.....Guy C. Pierce
400 Madison Ave., New York 17, N. Y.
V. P. & Gen. Mgr.....R. A. Porter
Radio Director.....Harold F. Kemp

*Radio Accounts* — Network: Lewis-Howe Co., Sun Oil Co.; National Spot: Chicago, Milwaukee, Domestic Finance Co., Dr. Peter Fahrney & Sons Co., Holland Furnace Co., Kenton Pharmacal Co., Inc., National Toilet Co., John Puhl Products Co., Portland Cement Assn., The Studebaker Corp., Revere Camera Co.

## ROCK ADV. AGENCY

1165 Broadway, New York 1, N. Y.
Phone MUrray Hill 9-3850
ABP

Partner & Copy Chief.....Allan Rock
Partner & Prod. Mgr.....Robert Rock
Art Dir.....Jo Bologna
Radio Time Buyer.....Irwin Winehouse
Space Buyer.....Sally Winston
Account Executive.....Nat Wolle

## THE ROCKMORE CO.

37 West 57th St., New York 19, N. Y.
Phone PLaza 8-2506
ABP—APA

President.....Milton M. Rockmore
Exec. Vice-Pres.....J. Leonard Shaub
Vice-Pres.....Erwin S. Franken
Space Buyer.....A. T. Parker
Art Dir.....Leo Waldman
Prod. Mgr.....Richard Lippman

*Radio Accounts*—Cafe St. Denis, Darling Shops, Fisher Bros. Specialty Store, Lane Bryant, Paradise Bootery.

## RODGERS & BROWN ADV.

131 West 52nd St., New York 19, N. Y.
Phone PLaza 7-8040
NOAB—ABP—ANPA—APA

President .....Jerry Rodgers
Vice-Pres. & Gen. Mgr.....Lloyd S. Howard
V. P. & TV Dir.....J. Edward Boyle
Secy. & Treas.....N. J. Rodgers
Art Dir.....Harry E. Swenson
Production Mgr.....A. Van Strander
Copy Chief.....E. Richter
Media Dir.....Anne Seltzer
Consultant Art Dir.....Stanley Brown
Account Executives.....Jerry Rodgers, N. J. Rodgers, Lloyd S. Howard, J. Edward Boyle, Fred Salles, Celia Agress.

*Radio Accounts*—Babette Shop, Childhood Nursery Products, Guy Lombardo, Twin City Shellac Co.

## ROGERS & SMITH ADV. AGENCY

20 North Wacker Dr., Chicago 6, Ill.
Phone DEArborn 0020
ABP—ANPA—APA—PPA—SNPA

President.....Walter E. Smith
Exec. V. P.....Ray H. Reynolds
Vice-President.....Howard N. Smith
Treasurer.....George C. Huppertz
Secretary.....Olive A. Kinloch
Art Dir.....H. A. Fronm
Account Executives.....Howard N. Smith, Louise Wood Allen, Marie J. Callahan, Dave McConnell, James A. Greig.

*Branch Offices*

Irwin-Keasler Bldg., Dallas 1, Tex.
President.....Walter E. Smith
Exec. V. P. & Mgr.....Howard N. Smith
Public Relations Dir.....John Olds
Art Dir. (Dallas).....Marvin Krieger
Radio Dir.....Marie Callahan
Copy Chief.....M. Stewart

1004 Baltimore Ave., Kansas City 6, Mo.
President.....Walter E. Smith
Vice President.....Howard N. Smith
Manager.....B. G. Wasser

## ROIZEN ADV. AGENCY, INC.

291 Delaware Ave., Buffalo 2, N. Y.
Phone CLeveland 5975
ABP—APA

Pres., Treas., Space Buyer.....Manus Roizen
Vice-Pres. .....Samuel Sapowitch
Secty. .....Edith Roizen
Art Dir., Prod. Mgr.....C. John Gunther
Radio Dir., Time & Space Buyer David I. Levy
Personnel Dir. & Librarian.....Mary Riley

*Radio Accounts* — Sattler's Dept. Store, Pfeiffer's Food Products, Inc., Saul's Auto Sales, Inc., Yeostros Ice Cream Co.

*Television Accounts*—Bickford Bros. Co., Sattler's Dept. Store.

## RONALDS ADV. AGENCY, LTD.

1440 St. Catherine St., W., Montreal, Que.
Phone Plateau 4803
ANPA—AAAA—PPA—CAN—ABC—BMB— NAAN

President.....Russell C. Ronalds
Vice-President.....F. deB. Walker
Vice-President (Toronto).....R. J. Avery
Treas.....Angus Ahern
Radio Dir.....Frank Starr
Asst. to Radio Dir.....S. B. Hayward

*Branch Office*

133 Wellington St., W., Toronto, Ontario
Vice-Pres. & Radio Dir.....R. J. Avery
Asst. to Radio Dir.....D. R. Loney

*Radio Accounts* — Bristol-Myers Co. Of Canada Ltd., McColl-Frontenac Oil Co., Ltd., Canadian Industries Ltd., Canada Packers Ltd., Heaters Ltd., Canadian Arena Co., Ltd., Montreal Shoe Stores, Dominion Govt., Tintex.

## CHARLES EDSON ROSE CO.

100 East Chicago Ave., Chicago 11, Ill.
Phone Superior 3486
ANPA—PPA—ABP—APA

Owner.....Charles E. Rose
Art Dir. & Prod. Mgr.....L. E. Manning
Space & Radio Time Buyers..William Perry, M. B. Cooper.

*Radio Accounts*—Auto Accessory Co., John S. Budd, Charms & Cain, Chicago International Co., H. C. Evans & Co., Lombardo Wine Co., Nu-Dell Mfg. Co., Winkenweder & Ladd, Inc.

## WILLIAM GANSON ROSE, INC.

Williamson Bldg., Cleveland 14, Ohio
Phone PRospect 6171
Pres., Treas., Radio Dir....William Ganson Rose
Vice-Presidents.....Frank Pelton, L. C. Brown
Secty., Prod. Mgr.....Laura J. Ondrey
*Branch Office*
3719 Reading Rd., Cincinnati 29, Ohio
Manager.....L. C. Brown
*Radio Accounts*—Bailey Co., W. B. Burke & Co., Cleveland Foundation, Cleveland Sesquicentennial Comm., Essex Trust Co., Higbee Co., Mass. Mutual Life Insurance Co., Public Square Relations.

## ROSE, GARDNER & WHITE

2412 West 7th St., Los Angeles 5, Calif.
Phone DRexel 7211
APA—AMPA
Account Executives.....Edward B. Ross, Harold M. Gardner, William W. Schweit, Frank Ryhlick.
Radio TV Dir.....Frank Ryhlick
Radio Time Buyer.....Edward B. Ross
*Radio Accounts* — General Electric, Given Mfg. Co.
*Television Accounts*—General Electric, Jaclane of Hollywood, Harbor Boat Company, Silverwoods, Robert's Markets, Snowden Chemical Co., Barker Bros., Bert D'Orsay Television Co., Given Mfg. Co.

## ROSE-MARTIN, INC.

21 W. 46th St., New York 19, N. Y.
Phone LUxemburg 2-3550
ABP—ANPA—PPA—APA
President.....Irl W. Rose
Secretary-Treasurer.....John B. Martin
Vice-President.....Vaughn G. Hannington
Media Director.....G. M. Rundbaken
Production Manager.....John A. Boulle
Art Director.....Andrew K. Nelsen
Comptroller.....H. J. Carmichael
Account Executive.....Irl W. Rose, 2nd
*Radio Accounts*—Public National Bank & Trust Co. of New York.

## IRVING ROSEN ADVERTISING

160 Fifth Ave., New York 10, N. Y.
Phone CHelsea 2-7930
Owner, Space & Radio Time Buyer...Irving Rosen
Production Mgr.....E. Rose
*Radio Accounts*—Style-Rite Footwear Corp., Ask Pharmacal Co.

## ARTHUR ROSENBERG CO., INC.

570 Seventh Ave., New York 18, N. Y.
Phone CHickering 4-4420
ANPA—PPA—APA—ABP—NOAB
President, Dir. of Copy & Plans, Arthur Rosenberg
Vice-President.....Samuel Rubenstein
Secretary.....A. A. Rosenberg
Treasurer.....Charles S. Silver
Production Manager.....H. B. Fleischman
Economist.....Walter Alwyn-Schmidt
Research Director.....Sam Haven
Copy & Plans.....H. B. Sadler, Joseph Ellner
Radio Dept.....Arthur Rosenberg, Samuel Rubenstein, Charles S. Silver
*Radio Accounts* — Gleam Shampoo, Myer 1890 Beverages, Rigaud Perfumes, Miner's Inc.

## A. JAMES ROUSE CO.

521 N. LaCienega Blvd., Los Angeles 36, Calif.
Phone BRadshaw 2-5608
ABP—APA
Owner .....Art Rouse
Art Director.....Robt. F. Hubbell
Production Mgr.....Paul Flynn
Space Buyer.....Eleanor Dorfman
Account Executives.....Bert Feinberg, Anne Flynn, Art Rouse.
Radio-TV Director.....Bert Feinberg
*Radio Accounts*—Original Barbecue, Lambkin Products Co., Culver of Calif., Perma-Nail Co., Harold's.
*Television Account*—Harold's.

## JULIUS J. ROWEN CO., INC.

1050 Sixth Ave., New York 18, N. Y.
Phone LOngacre 4-6190
ABP
President.....Julius J. Rowen
Secretary.....M. G. Rosenberg
Treasurer.....Irving Weisfeld
Art Dir.....R. P. Rose
Prod. Mgr.....Bernard Derringer
Acct. Execs.....J. J. Rowen, I. Weisfeld, H. Furber, C. A. Faudre.
Radio Dir. & Time Buyer.....J. J. Rowen
*Radio Accounts* — House of Rothschild, Peter Scott Fashions, Mor-Lac Products, Rothschild Wine Cellars, Penn-5th Avenue.

## CHARLES L. RUMRILL & CO., INC.

311 Alexander St., Rochester 7, N. Y.
Phone BAker 4340
AAAA—ABP—PPA—ANPA
President.....C. L. Rumrill
1st Vice-Pres.....J. L. Kennedy
2nd Vice-Pres.....S. H. Weinstein
Secretary.....H. R. Hanson
Treasurer.....G. G. Wallington
Prod. Mgr.....H. H. Thompson, Jr.
Time Buyers.....J. L. Kennedy, R. C. Hobbs.
*Radio Accounts*—Gold Tone Studios, The Pleasant Valley Wine Co., Brighton Place Dairy, J. B. Stickles Co.

## LOWE RUNKLE COMPANY

First National Bldg., Oklahoma City 2, Okla.
Phone 3-5439
ABP—PPA—APA

President.....Lowe Runkle
Vice-President.....Roger Pishny
Secretary.....Irene Gammel
Acct. Execs.....Harold Kranz, Lowe Runkle, Roger Pishny.
Art Director.....Einar Lundquist
Dir. of Radio.....Jack Leach

*Radio Accounts*—Borden Milk Co. (Oklahoma City plant), Cain's Coffe Co., Arkansas City Flour Mills, Local Federal Savings & Loan, Liberty National Bank, Dairy Council of Oklahoma City, Oklahoma Operating Co., Merit Mills, Inc.

## RUTHRAUFF & RYAN, INC.

405 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 6-6400
AAAA—ANPA—PPA—NOAB—APA

Chairman of Board.....F. B. Ryan
President.....F. B. Ryan, Jr.
Sr. Vice-Pres. & Treas.....Cal J. McCarthy
Exec. Vice-Pres.....E. J. Grady
Media Dir. & Vice-Pres.....J. L. Ames

*Radio Department*

V.-P., Dir. of Radio-TV....Willson M. Tuttle
Head Talent & Time Buyer.Thomas G. Slater
Head of TV Dept. and Publicity Chief Grant Y. Flynn
Script Editor.....Sidney Slon
Business Mgr.....Bernard Rasmussen
Casting Dir.....Katherine McMahon
Producer-Directors .....John Cole, Robert Steel, Sidney Slon.
Assistant Producer-Dir.....Stanley Wood
Asst. Talent Buyer and Publicity Head Bernard Zwirn
Exec. TV Producer.....John R. Allen
Asst. TV Dir.....Louis deMilhau

*Radio Continuity*

V.-P. in Chg. of Radio-TV Commercials Reggie Morgan
Asst. Head.....Frank Dennis

*Branch Offices*

360 No. Michigan Ave., Chicago 1, Ill.
Exec. Vice-Pres. & Western Mgr. Paul E. Watson
Chicago Manager.....William P. Littell
Media Manager.....Albert R. Callies
Director of Radio.....R. W. Metzger
Chg. of Radio Production.....N. E. Heyne
Bus. Mgr. & Time Buyer.....Holly Shivley
Charge of Television.....Fran Harris
Charge of Commercials.....Irene Small
Producer .....Warren Johnson

7430 Second Blvd., Detroit 2, Mich.
Vice-Pres. & Manager.....Tod Reed

812 Oliver St., St. Louis 1, Mo.
Vice-Pres. & Manager.....Oscar A. Zahner

712 Main St., Houston 2, Texas
Manager.....H. Donald Hopton

1680 No. Vine St., Hollywood 28, Calif.
V.-P. & Pacific Coast Mgr.....John H. Weiser
Head of Radio Prod.....Glenn Middleton
Business Mgr. & Head of TV..Marvin Young
Mgr. of Media Dept.....R. K. Fredericks
Art Director.....Charles Williams
Production Mgr.....Donald Whittemore
Copy Director.....Fred Jones
Asst. Head of TV.....Stewart Garner
Account Executives.....Charles Bowes, William Howard, Walter Neill, Arthur Trask.

235 Montgomery St., San Francisco 4, Calif.
Manager.....Herbert O. Nelson

1218 3rd Ave., Seattle 1, Wash.
Vice-Pres. & Manager.....F. G. Mullins

Carew Tower, Cincinnati 2, Ohio
Manager.....John L. Magro

80 Richmond St., W., Toronto, Ont., Canada
Manager .....Gordon Ralston

*Radio Accounts* — Chrysler Corporation, Delaware, Lackawanna & Western Coal Co., Electric Auto-Lite Co., Garrett & Co., Lever Brothers Company, Lever Brothers Limited, H. C. Lytton Co., Squirt Co., Griesedieck Bros. Brewery, Pepsodent Co. of Canada, Wm. Wrigley Jr. Co., Bailey Schools, Savings Banks Assoc. of State of N. Y., Adler Company, Allen Edmonds Shoe Corp., Allied Florist Association, Binyon Optical Co. Kick-a-way Garments, Inc., Krey Packing Co., Martha Maid Mfg. Co., Thomas J. Lipton, Ltd., Mutual Insurance of Omaha.

## LEWIS EDWIN RYAN

726 Jackson Place, N.W. Washington 6, D. C.
Phone REpublic 7606-7-8
ABP—ANPA—PPA—AAAA—SNPA—ABC—NOAB

Owner.....Lewis Edwin Ryan
Gen. Mgr. & Sr. Acct. Exec...J. Robert Corry
Auditor.....Preston B. Coiner
Art Dir.....William N. Clifford
Prod. Mgr.....David F. DeYoung
Copy Chief.....Harry A. Lyles
Radio Dir.....J. C. Manchester
Account Executives.....John F. Hardie, W. R. Doores

## BEN SACKHEIM, INC.

29 West 57th St., New York 19, N. Y.
Phone ELdorado 5-6025
ANPA—PPA—APA—ABP—NOAB

President .....Ben Sackheim
Vice-Pres.....Lloyd G. Whitebrook
Secty.....M. A. Aldridge
Treas.....E. P. O'Shaughnessy
Prod. Mgr.....Nathan Lebbed
Media Dir. & Time Buyer.Leonard H. Spring
Publicity Dir.....Bette Benfield
Research Dir.....Sylvia M. Sackheim
Art Dir.....Lawrence K. Skora
Fashion Prom. Dir.....Ruth Hammer
Copy Chief.....John A. Mullen

## ST. GEORGES & KEYES, INC.

250 Park Ave., New York 17, N. Y.
Phone PLaza 5-1130
ABP—ANPA—PPA—ABC

President.....Maubert St. Georges
Exec. V.-P., Radio Dir...Stanley J. Keyes, Jr.
Treasurer.....John H. Vesely
Vice-Pres.-Art Director..Alfred A. Anthony
Production Manager.....William Korcak
Asst. Media Dir.....John C. Lawton
Publicity Director.....John C. Gourlie

*Branch Offices*
Post Road, Stamford, Conn.
Manager .....Carl Speirs
2112 N. Charles St., Baltimore 18, Md.
Manager .....Arthur Booth

## SALESVERTISING ASSOCIATES, INC.

Board of Trade Bldg., Chicago 4, Ill.
Phone Wabash 2-6245

President.....Douglass Doolittle
Secy.-Treas. .....G. S. Doolittle
Art Dir.....Robert B. Sharp
Mgr. Tele Dept.....Eddy Borgan

## RICHARD SALINGER

294 Washington St., Boston 8, Mass.
Phone Liberty 2-5332

President.....Richard B. Salinger
Art Dir.....Irving Sacks
Prod. Mgr.....Joseph W. Bourke
Copy Chief, Radio-Tele Dir.,
Radio Time Buyer.....Phyllis Stohn

*Radio Accounts*—Baleh-Price Specialty Shop, Conrad &Co., Dinty-Moore (Boston), Kane Furniture Co., Lamson Hubbard, Select Fashions.

## SALOW & RIEDL

82 Lexington Ave., Passaic, N. J.
Phone Gregory 3-1414
ABP

Art Dir.....Tom Cuffari
Copy Chief.....Scot Forbes
Media Dir. &
Radio Time Buyer.....H. Harvey Salow
Research Dir.....Lyn Murray
Account Executives.....H. Harvey Salow, George Riedl.

*Radio Accounts*—Franklin Trust Co., Mae Lane Mfg. Co.

## SAWDON ADV. COMPANY

480 Lexington Ave., New York 17, N. Y.
Phone PLaza 5-2516

Owner.....Frank B. Sawdon
Prod. Mgr.....Gus Havemeyer
Copy Chief.....V. J. Bigliano
Space Buyer.....Tom Tracy
Radio Time Buyer.....Jerry Bess
Account Executives.....Frank B. Sawdon, V. J. Sawdon, Jerry Bess.

*Branch Office*
737 N. Michigan Ave., Chicago 11, Ill.

*Radio Accounts*—Case Clothes, Inc., Robert Hall Clothes, Lewis Apparel Stores.

## SCHECK ADV. AGENCY, INC.

9 Clinton St., Newark 2, N. J.
Phone Market 2-0480
ANPA—APA—PPA

President .....Julius Scheck
V. P. & Treas.....Morris Scheck
Art Dir.....Ernest D. Barnham
Prod. Mgr.....Louis E. Arrants
Copy Chief.....Carlton Smith
Space Buyer.....Frank M. Craumer
Radio Dir.....E. Grant Scheck
Account Executives....William H. Andrews, E. Grant Scheck, Morris Scheck, Julius Scheck

*Radio Accounts* — Allenhurst National Bank, Bender Corp., Chardavoyne Co., Eppens Smith Co. (Holland House Coffee), Federal Trust Co., Franklin-Washington Trust Co.

## HUGO SCHEIBNER, INC.

111 West 7th St., Los Angeles 14, Calif.
Phone Michigan 6636
ABC

Pres., Radio & Tele Dir.-
Radio Time Buyer.....Hugo Scheibner
Prod. Mgr.....Mae Frankel
Secty. & Treas.....M. C. Scheibner
Copy Chief.....J. T. Baldwin
Media Dir.-Space Buyer
& Pub. Dir.....Roseblanche Lowry
Account Executives.....Irwin Salzman, Shirley Marsh, Roseblanche Lowy, Hugo Scheibner.

*Branch Office*
26 O'Farrell St., San Francisco 8, Calif.

*Radio Accounts*—Bardon of Hollywood, Calif. Fashion Trends, Ciro's of Hollywood, Hy-Art, Inc., Little Champ of Hollywood, S. R. L. Mfg. Co., Taylor-Berke.

## SCHENKER COMPANY

2301 Wabansia Ave., W., Chicago 47, Ill.
Phone ARmitage 1600

Pres., Media Dir,
Space Buyer .....Sydney R. Raike
Vice Pres.....J. E. Schenker
Art Dir.....M. Rickabaugh
Radio Time Buyer.....C. D. Domin
Account Executives.....S. R. Raike, J. E. Schenker, C. D. Domin.

## SCHOLTS ADVERTISING SERVICE

1201 West 4th St., Los Angeles, Calif.
Phone Michigan 2396
ABP—AMPA

Owner.....William G. Scholts
Production Mgr.....L. G. Mhyro
Radio Dir.....T. D. Scholts

## GORDON SCHONFARBER & ASSOCIATES, INC.

58 Weybosset St., Providence 3, R. I.
Phone Gaspee 4813-4-5
ABP—ANPA—APA—PPA—NOAB
Pres. & Treas.....Gordon Schonfarber
Vice-President.....Russell C. Edwards
Secretary.....Amanda C. J. Olsson
Radio Dir.....Claire R. Grenier
Acct. Exec.....Gordon Schoufarber
*Radio Accounts*—California Artificial Flower Co., Comfi-Coil, Inc., Colonial Laundries, Gladding's, Inc., Old Colony Co-operative Bank, Tilden-Thurber, Inc.

## MARCEL SCHULHOFF & CO.

10 E. 44th St., New York 17, N. Y.
Phone MUrray Hill 7-7317
PPA
Partners.....Marcel Schulhoff, Miriam C. Schulhoff, Jerry Verlen.

## SCHWAB & BEATTY, INC.

1230 Sixth Ave., New York 20, N. Y.
Phone CIrcle 5-9090
AAAA—PPA—APA—ABP—ANPA
President.....Victor O. Schwab
Time Buyers..... .....Robert W. Beatty, James E. Schwenck
*Radio Accounts Placed* — Book-of-the-Month Club, Wilfred Funk, Inc., Book Presentations.

## SCHWIMMER & SCOTT, INC.

75 E. Wacker Drive, Chicago 1, Ill.
Phone DEarborn 2-1815
AAAA—ABP—ANPA—PPA—APA
Pres. & Treas.....R. J. Scott
Vice-Pres. .....W. Schwimmer
Copy Chief.....L. Krakover
Media Dir.....E. Vanderploeg
Art Dir.....A. Thaler
Secretary.....H. Heilig
Acct. Execs.....E. Guy, C. H. Lillienfeld
Fred Vosse, Gene Colin, Robert Knapp.
Radio Dir.....Earl Bronson
*Radio Accounts* — Chicago Stadium, Congress Cigar Co., Hirsch Clothing Co., Kitchen Arts Foods, Linco Products Co., National Small Business Men's Assn., Puritan Co. of America, Salerno-Megowen Biscuit Co., Schutter Candy Co., Walgreen Co., Hawthorn-Mellody Farms Dairy, Keeley Brewing Co., Dutch Mill Candy Co., National Tea Co. (Chicago, Ill.; Milwaukee, Wis.; Indianapolis, Ind.; Minneapolis, Minn.), Liquinet Corp. (Chicago).

## SCOTT'S AGENCY, INC.

11 Pemberton Sq., Boston 8, Mass.
Phone CApitol 7-2425
Pres., Treas., Space Buyer,
Radio Dir. & Buyer
Radio Time.....George L. Stingel
Secretary.....Marie T. Linskey

## J. B. SEBRELL ADV. AGENCY

300 So. Los Angeles St., Los Angeles 13, Calif.
Phone MA 6-9397
ABP—APA
Owner & Research Dir.....J. B. Sebrell
Art Dir.....Allen Todd
Prod. Mgr.....Harry Page
Copy Chief.....Herb Boothe
Space Buyer.....Peggy Thomas
Publicity Dir.....Harry Page
Account Executives.....J. B. Sebrell, Harry Page, Clifford Botway.
Radio-TV Dir.....Clifford Botway

## RUSSEL M. SEEDS CO.

919 N. Michigan Ave., Chicago 11, Ill.
Phone DElaware 7-1045
ABP—ANPA—PPA—APA
President.....Freeman Keyes
Executive Vice-President.....George Bayard
Vice-Presidents.....A. D. Keyes, Paul Richey, Harry H. Maus, Harry B. Goldsmith, Jr., Hub Jackson.
Treasurer.....Jack Harding
Secretary.....H. J. Jackson
Director of Research.....James Witherell
Art Director.....Jerry Bryant
Radio-TV Director.....Jack Simpson
Time Buyer.....Merle Myers

*Branch Offices*

Lemcke Bldg., Indianapolis 4, Ind.
Vice-President.....Paul Richey
1469 N. Vine St., Hollywood 28, Calif.
Resident Manager.....Lou Place

*Radio Accounts*: Bowers Lighter Co., Bowers Mfg. Co., Brown & Williamson Tobacco Corp., Double Cola Ice & Bottling Co., Fitzpatrick Bros., Oxford Products Co., Rhodes Pharmacal Co., The Pinex Co., Procter & Gamble, W. A. Sheaffer Pen Co.

*Television Accounts*—Brown & Williamson Tobacco Corp., Double Cola Ice & Bottling Co.

## ROSCOE W. SEGAR ADV.

2125 N. E. 48th Ave., Portland 13, Ore.
Phone TRinity 3445
Owner-Manager.....Roscoe W. Segar
Sec.-Treas., Radio Dir.....D. D. Segar
*Radio Accounts*—Spot: Geo. B. Wallace Co., Niklas & Son, Tualatin Valley Nurseries.

## FREDERICK SEID ADV.

127 Montgomery St., San Francisco 4, Calif.
Phone Garfield 0360
ANPA—ABP
Owner .....Frederick Seid
Prod. Mgr.....Nada Halse Banks
Radio Dir.....Sam P. Moore
Account Executives.....Norman L. Cotton, Frederick Seid.
*Radio Accounts*—The August E. Drucker Co., Gene Comptons Corp.

## SEIDEL ADV. AGENCY, INC.

1475 Broadway, Times Tower Bldg.,
New York 18, N. Y.
Phone LO 4-3780
ABP—APA

Pres., Radio & TV Dir.....Robert Seidel
Vice-Pres.....Arthur A. Judson
Secretary .....Irma Lee
Art Directors.....Oscar Harris, John T. Grubel.
Copy Chief.....J. Rose
Media Director.....David Braun
Traffic & Prod. Mgr.....Albert Harsnett

*Radio Accounts*—Ringling Bros. and Barnum & Bailey Circus, Imperial Pearl Syndicate, Melville Radio Institute, Henry Rosenfeld, Inc.

*Television Account*—Colonial Airlines, Inc.

## SEWELL ADV. AGENCY

730 Gravier St., New Orleans 12, La.
Phone Raymond 7114
SNPA

President .....Granville Sewell
Radio Dir.....K. B. Thompson
Art Dir.....C. Earl
Prod. Mgr.....Martin Burke
Account Executives.....K. B. Thompson, Robert Claire.

*Radio Accounts*—Central Savings & Loan Assn., The Howell Co., Station WNOE, Union Savings & Loan Assn.

## SHAFFER, BRENNAN, MARGULIS ADV. CO.

4 No. Eighth St., St. Louis 1, Mo.
Phone MAin 2579
ANPA—APA—PPA

Partner-Space Buyer.....S. I. Rosenfeld
Partner-Space Buyer-Radio Dir.....Sam B. Margulis
Account Execs.....Sam B. Margulis, S. I. Rosenfeld, R. W. Bickelhaupt, Sidney Nehmen.

## ED SHAPIRO ADVERTISING

Fox Bldg., Philadelphia 3, Pa.
Phone LO 4-2877
ABC—ANPA—ABP—PPA

President .....Edward Shapiro
Vice-Presidents.....Leon Cohann, Leonard Goldsmith.
Account Executive.....George Mallis
Radio Dept.....Harriet Ullman
TV Dept.....Donn Bennett

*Radio Accounts*—Central Oil Co., Lefkoe-Mortons, Pearson, M. J. Freed, Louis-Harold, The "Big Ten," Bartels.

*Television Accounts* — Bartels, Mort Fou, Guard Chevrolet, Servagen Products, The "Big Ten."

## SHAPPE-WILKES, INC.

215 Fourth Ave., New York 3, N. Y.
Phone GRamercy 5-5560
ABP—PPA—APA

President-Radio Dir.....Louis Shappe
V. P. & Gen. Mgr.....Samuel Groden
Exec. Vice-Pres.....Milton M. Hermanson
Secy. & Treas.....Jesse E. Wilkes
Space Buyer.....Rose Madie Vitanza
Production Mgr.....O. Weiner

## JOHN W. SHAW ADV., INC.

228 N. LaSalle St., Chicago 1, Ill.
Phone DEarborn 2-5082
ANPA—PPA

President.....John W. Shaw
Asst. to Pres.....Betsy Tyroler
Vice-Pres. & A. E.....L. W. Scott
Vice-Pres. & A. E.....Wm. J. Wilmont
Treasurer .....Robert Jacoby
Secretary .....Augusta Young
Creative Dir. & TV Dir.....Frank Walsh
Art Dir.....Clarence W. Sorenson
Production Mgr.....Don H. Rutledge
Media Dir. & A. E.....Paul Olafsson
Research Consultant.....Dr. Chas. L. Allen
Account Executive.....E. J. Conlon
Time Buyer.....Mildred Dudley

*Radio Accounts* — Standard Milling Co., Headquarters Fifth Army, Beltone Hearing Service.

## J. WILLIAM SHEETS

Central Bldg., Seattle 4, Wash.
Phone Main 2442
ANPA—PPA—APA—NOAB

Owner.....J. Wm. Sheets

*Radio Accounts*—Skinner & Eddy Corp.

## SHELDON, QUICK & McELROY, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-1670
AAAA—ANPA—PPA—APA—NOAB—ABP

President.....George H. Sheldon
Vice-President.....L. C. McElroy
Vice-Pres.....P. Wesley Combs
Time Buyer.....Catherine Wohlpart
V. P. & Treas.....J. F. Quick

*Radio Account Placed*—Chas. E. Hires Co., Inc., Commercial Credit.

## K. E. SHEPARD ADV. AGENCY

75 East Wacker Dr., Chicago 1, Ill.
Phone ANdover 3-5966

President.....Kenneth E. Shepard
Vice-President.....Wayne G. Williams
Radio-TV Dir.....Wayne G. Williams
Time Buyer.....Frank McBride
Acct. Exec.....Ben Homan

*Radio Accounts* — Wilson & Co., Acme Feeds, General Finance Corp., National Assn. of Homebuilders, Universal Records, Inc., Music of the Month Club.

## SHERMAN & MARQUETTE

919 N. Michigan Ave., Chicago 11, Ill.
Phone Delaware 7-3000
ABP—ANPA—PPA—NOAB—APA—ABC—AAAA

Partners .....Stuart Sherman, Arthur Marquette, Carl S. Brown.
Radio Director.....Louis E. Tilden
TV Dir.....L. D. Griffith

*Branch Office*

10 Rockefeller Plaza, New York 20, N. Y.
Eastern Mgr.....Carl S. Brown

*Radio Accounts*—The Quaker Oats Company (Quaker Puffed Wheat & Puffed Rice Sparkies), Pack-O-Ten, Pettijohns, Ful-O-Pep Feeds), Quaker Oats and Mothers' Oats, Sterling Drug Inc., (Dr. W. B. Caldwell Co. Division, Dr. Caldwell's Laxative Campho-Phenique), Colgate-Palmolive Peet Co. (Colgate Tooth Powder, Halo Shampoo, Cashmere Bouquet Talc, Cashmere Bouquet Face Powder, Cashmere Bouquet Beau Cake, Ajax Cleanser).

## HAROLD J. SIESEL CO.

424 Madison Ave., New York 17, N. Y.
Phone ELdorado 5-0138
ABP—PPA—ANPA—APA

Partners.....Harold J. Siesel, Frieda W. Siesel
Art Dir.....Jerome S. Niblette
Prod. Mgr.....David Karp
Space Buyer & Buyer Radio Time.....Harold Schindler
Account Executives.....Harold J. Siesel, Harold Schindler

## THE SIGNET CORP.

188 W. Randolph St., Chicago 1, Ill.
Phone State 2254

Pres., Treas., Space Buyer, Pub. Dir.....Karl A. Kopetzky
V. P., Prod. Mgr., Space Buyer.....Jacqueline J. Silver
Secty.....Samuel G. Rautbord
Dir. Radio-TV, Time Buyer.....Al Milton

*Radio Accounts*—K & K Studios, Lukko Sales Corp., Powell Products.

## SIMMONDS & SIMMONDS, INC.

210 No. Wells St., Chicago 6, Ill.
Phone ANdover 3-6645
ABP—ANPA—APA—PPA—NOAB

President.....Phil W. Tobias, Sr.
Vice-Pres.....Albert M. Wolf
Exec. Vice-Pres.....F. M. Simmonds, Jr.
Secty. & Treas.....Carmen Guyot
Art Dir.....Edward Zubbrick
Prod. Mgr.....Kenneth H. Willert
Radio & Pub. Dir.....Phil W. Tobias, Sr.
Radio Time Buyer.....Marion B. Azzarello
Research Dir.....Phil W. Tobias, Jr.
Account Executives.....Phil W. Tobias, Jr., F. M. Simmonds, Jr., Russell Mullins, Albert M. Wolf, Wilson, H. L. Lewis, M. M. Mendelsohn.

*Branch Office*

611 Olive St., St. Louis 1, Mo.

Vice-Pres.....Merle Fuller
Asst. to V.-P.....Dorothy van Horn

*Radio Accounts*—Dr. LeGear Medicine Co., Security Mills, Inc., Haynes Milling Co., James H. Gray Milling Co., B-1 Beverage Co.

## DOUGLAS D. SIMON ADV., INC.

280 Madison Ave., New York 16, N. Y.
Phone LExington 2-7873
ANPA

President-Treasurer.....Douglas D. Simon
Vice-Presidents .....Carolyn Glass, Charles Sandak.
Secretary-Space Buyer.....Anita Chinkel
Account Executives.....Charles H. Sandak, Carolyn Glass, Edward LeVangie.
Production Manager.....Sidney Jerome
Art Director.....Doris Brinkerhoff

## SIMON & GWYNN

624 Commerce Title Bldg., Memphis 3, Tenn.
Phone 5-2404
SNPA—ANPA—APA—NOAB—ABP

Partners.....Milton Simon, H. N. Gwynn
Copy Chief.....W. B. Campbell
TV & Mdse. Dir.....Ralph Budis

*Radio Accounts* — American Snuff Co., Barton Chemical Co., Donald Furniture Co., Eagle Manufacturing Co., Farrell-Calhoun, Inc., Graham Furniture Co., The HumKo Co., Robilio & Cuneo (Ronco Foods).

## SIMONS-MICHELSON CO.

1126 LaFayette Bldg., Detroit 26, Mich.
Phone CHerry 3000
AAAA—PPA—APA—ANPA

Pres. and Treas.....Leonard N. Simons
Vice-Pres and Sec.....Lawrence J. Michelson
Prod. Mgr.....Arthur H. Copland
Space Buyer.....C. Allison Belcher
Art Director.....Al Sielaff
Radio-TV Dir., Time & Talent Buyer Marian Sanders
Asst. Dir.....Rudy Simons

*Radio Accounts*—Burts, Inc., King Fur Co., Contract Purchase Corp., Campus Record Shop, Cunningham's Drug Stores, Dossin's Food Products, Furs by Robert, Greenwald Jewelers, Grinnell Brothers, Harper Berkshire Sales, Aaron DeRoy Motor Car Co., Koepplinger Bakery, Mac-O-Lac Paints, National Clothing Store, The Schmidt Brewing Co., Scotland Woolen Co., Simmons & Clark, Taylor's, Inc., Velvet Peanut Products, Gruen

Watch Co., Detroit Free Press, Saks Fifth Avenue.

*Television Accounts*—Cunningham's Drug Stores, Saks Fifth Avenue, The Schmidt Brewing Co.

## SMALL & SEIFFER, INC.

24 West 40th St., New York, N. Y.
Phone WIsconsin 7-8765
ANPA—PPA—APA

President.....Albert Seiffer
Vice-President.....Milton M. Heymann
Media Dir.....Samuel Leddy

## W. J. SMITH CO.

Martin Brown Bldg., Louisville 2, Ky.
Phone Jackson 2163
APA—SNPA—ANPA

Pres. & Treas.....W. J. Smith
V. P. & Secty.....G. B. Smith
Art Dir.....F. J. Thomas
Prod. Mgr.....L. M. Fallon
Media Dir. & Copy Chief..Robert E. Jackson
Radio Dir.....M. Witherspoon
Space Buyer.....H. D. Peltier
Account Executives.....Robert E. Jackson, H. D. Peltier, W. J. Smith.

*Radio Accounts*—Peerless Mfg. Co., Stratton & Terstegge Co.

## R. C. SMITH & SON, LTD.

80 King St., West, Toronto 1, Ont.
Phone Elgin 9396

President.....Robert C. Smith
V. P. & Prod. Mgr.....Adam F. Smith
Secty-Treas.....M. A. Stoakley
Space Buyer.....M. E. Craven
Radio Dir.....G. A. Phare
Account Executives.....E. C. Bradly, W. B. Fraser.

## SMITH-BULL & McCREERY, INC.

6642 Sunset Blvd., Hollywood 28, Calif.
Phone HEmpstead 5671
ANPA—PPA—NOAB—SNPA

President.....Walter K. McCreery
Vice-President.....V. R. Dick Smith
Secty-Treas.....Frank Bull
Exec. Asst.....Earle Dumont
Time Buyers.....Georgina Small, Virginia White.
Acct. Execs.....Charles B. Ganz, Richard Berggren, James Lester.
Radio-TV Dir. Prod.....Richard Garton
Copy Chief.....Richard Parker
Publicity.....Henry Konesky

*Branch Offices*

350 5th Ave., New York 1, N. Y.
Manager .....Mayfield Kaylor
611 Loews-Warfield Bldg., San Francisco, Cal.
Manager.....Robert Selby

*Radio Accounts* — Seaboard Finance Co., Pan Pacific Auditorium, J. E. Coberly, Inc., Marshall & Clampett, Western Harness Racing Assn., Ice Follies, Ice Capades, Gallenkamp Shoe Stores.

*Television Account*—Pan Pacific Auditorium, Transmirro Products Corp.

## SMITH-MANSFIELD ADV.

315 Royal Hawaiian Ave., Honolulu 20, Hawaii
Phone 9-0952

Partners.....Norbourne E. Smith, George C. Mansfield, Jr.
Art Dir.....Gene Wilson
Dir. Media & Research.....Mary C. Wilson
Account Executive.....Harry F. Cooper

*Radio Accounts*—Dr. Pepper Bottling Co. (Dr. Pepper), Elks Committee Against Un-Americanism, Hawaiian Athletic Corp., Honolulu Rapid Transit Co., La Hula Rhumba, Nesbitt's Bottling Co., Pacific Sales Co., Travel Air, Inc.

## SMITH, TAYLOR & JENKINS, INC.

223 Fourth Ave., Pittsburgh 22, Penna.
Phone, AT 9312
ABP—ANPA—FAAG—APA—PPA

President.....Ronald P. Taylor
Chairman of Board.....Robert M. Jenkins
Vice-President.....Lee Dillon
Radio-TV Dir.....Thomas J. MacWilliams
Script & Production.....Lee Sterne
Account Executives.....Vaughn R. King, R. P. Taylor, Cook Thompson.
Musical Dir.....Al Marisco

*Radio Accounts*—Pittsburgh Brewing Co., Spear & Company, Pittsburgh Provision & Packing, Dad's Old Fashioned Root Beer, Sealy Mattress Co., Dr. Ellis Sales Co., Franklin Furniture Co., Polar Water Co., Eberhard & Ober Brewing Co., Surface Chemicals, Inc., Otto Milk Co.

*Television Accounts* — Pittsburgh Brewing Co., Eberhard & Ober Brewing, Spear & Co., Dad's Old Fashioned Root Beer, Sealy Mattress Co.

## SON DE REGGER ADV. AGENCY, INC.

1020 Locust St., Des Moines, Ia.
Phone 3-3185
ANPA—APA—FAAG

President.....Lee Son De Regger
Vice-Pres.....O. D. McKasson, Jr.
Bus. Mgr. .....G. Hupp
Art Dir.....D. D. Neal
Prod. Mgr.....Joseph Daniels
Acct. Execs.....Michael J. O'Connor, Fred Carl, Gus Strauss.
TV Dir. .....James Hill

*Radio Accounts*—National Soap & Refining Co., Grocers Wholesale Co., Mid-Continent Dist. Co.

## SORENSEN & CO.

919 No. Michigan Ave., Chicago, Ill.
Phone, Delaware 5030
ABP—ANPA—PPA—NOAB

President.....Roy A. Sorensen
Account Executive.....Erik Isgrig

*Radio Accounts* — Bowey's, Inc., Sunway Vitamin Co., J. P. Harding Restaurants, Old Heidelberg Corp.

## C. JERRY SPAULDING, INC.

201 Commercial St., Worcester 8, Mass.
Phone: 3-4789

Pres. Treas. & Radio Time Buyer
C. Jerry Spaulding
Asst. Treasurer .....Florence Winslow
Secretary .....H. H. Hartwell
Art Director.....Harvey Ball
Prod. Mgr.....Robert F. Hayward
Acct. Exec.....Seth Martin

*Radio Accounts*—Local Firms.

## SPITZ & WEBB ADV. AGENCY

206 E. Genesee St., Syracuse 2, N. Y.
Phone 2-7228
ABP—APA—ANPA

Acct. Executives.....William Spitz, Stephen M. Webb
Prod. Mgr.....C. Stuart Sheffield
Space Buyer.....Elenor Bellinger

*Radio Accounts*—Best Ice Cream Co., C. E. Chappell & Sons, Inc., Grange Silo Co., Inc., People Ice Co., Nettleton Shops, Inc., Greenway Brewery Co., Inc., Reynolds Motors, Inc., Syracuse Glass Co., Renee Packing Company, Bieber-Isaacs Co., Inc.

## SPITZER & MILLS, LTD.

50 King St., West Toronto 1, Ont.
Phone PLaza 2811
ABC—CAN

President.....G. F. Mills
Exec. Vice-President.....J. W. Spitzer
General Manager.....W. H. Reid
Radio Director.....T. R. Hart
Assistants.....R. A. McCreath, P. N. Harricks, Miss M. E. McCullagh.
Account Executives.....F. J. Collins, W. G. Wallace, E. W. Hudson, B. A. Hall, P. R. Charles, D. L. Breithaupt, John Bedford, H. R. Jarman, E. B. Higgins, Eric Anderson, J. E. Colby.

*Branch Offices*

1010 St. Catherines St., W., Montreal, P. Q.
Co-Managers.....V. L. Hanna, D. McCrimmon.

675 West Hatings St., Vancouver, B. C.
Manager.....T. G. Vatcher
Account Executive.....J. H. Randle

*Radio Accounts* — Colgate-Palmolive-Peat Company Limited, The Quaker Oats Company of Canada Limited, R. C. A. Victor Company, The Toni Company, Canadian Breweries (Quebec) Limited, Bell Telephone, Fruitatives Products Limited, Monarch Overall Mfg. Co., Ltd., Canadian Cancer Society, Langley's Ltd.

## CHARLES N. STAHL ADV. AGENCY

509 Broadway Arcade Bldg.
Los Angeles 13, Calif.
Phone MAdison 7844
ABP

Owner-Manager.....Charles N. Stahl
Account Executive.....Henry Heller
Radio Dir.....Tom Cafferty
Time Buyer.....Kay Huldermann

*Branch Office*

208 Sheldon Bldg., San Francisco, Calif.
Manager.....John J. Casey

*Radio Accounts*—Southern California, Dental offices of Dr. Beauchamp, Model Furniture Mfg. Co., Victor Chemical Co., Murphy Motors, Broadway-Spring Arcade, Yorktown Shirt Shops, Union Roofing Contractors, Lighthouse Cafe.

## BARTON A. STEBBINS ADV. AGENCY

1250 Wilshire Blvd., Los Angeles 14, Calif.
Phone TRinity 8821
AAAA—ANPA—NOAB—ABP—APA

Owner.....Barton A. Stebbins
Account Executive.....Nat Jeffras
Radio Dir.....Ed. Bloodworth

*Radio Accounts* — Signal Oil Company, Shontex Co., E. F. Hutton & Co.,

## STEELE ADV. AGENCY, INC.

1032 M & M Bldg., Houston 2, Tex.
Phone CHarter 4-6408

Pres. & Radio Time Buyer
John Paul Goodwin
Secty.-Treas.....Wallace W. Brown
Vice-President.....Samuel H. Peak
Radio Dir.....Jim Sanders
Publicity Dir.....Betty Cantrell

*Radio Accounts*—Admiration Coffee, Bama Food Products, Camellia Creameries, Crustene Shortening, Interstate Theatres, O.J.'s Beauty Lotion, Stewart & Stevenson Serv., Nathan's Clothiers.

## HOWARD D. STEERE, ADVERTISING

2812 Book Tower, Detroit 26, Mich.
Phone CHerry 5688

Owner.....Howard D. Steere
Account Exec.....Charles R. Stout
Office Manager.....Gene Macauley
Art Director.....Rudolph K. Nauss

## STERLING ADVERTISING AGENCY, INC.

70 West 40th St., New York 18, N. Y.
Phone LOngacre 5-4610
PPA

Chairman of Board .....S. M. Broun
President.....Joseph S. Edelman
Secretary .....William Forray

Treasurer .....Herbert Goldsmith
Radio-TV Director.....Myron L. Broun

## FRED D. STEVENS CO.

14 Devereux St., Utica 2, N. Y.
Phone 4-9339
NOAB—NAAN

Partners.....Fred D. Stevens, Gerald S. Stevens
*Radio Accounts*—Wicks & Greenman, Cornhill Bldg. & Loan Ass'n.

## STOCKTON, WEST, BURKHART, INC.

**First National Bank Bldg., Cincinnati 2, O.**
Phone DUnbar 5600
AAAA—ANPA—PPA—NOAB—BMB

**President & Treas.....Wm. Z. Burkhart**
**Vice-Pres.-Secy.....Ranald S. West**
**Vice-President.....Erice W. Stockton**
Vice-Pres. & Art Dir.....C. Thomas Martin
Research Director.....Robert McDowell
**Acct. Execs.** .....H. S. Lenz, J. D. Nelson, Jr., E. P. Broome, H. L. Robinson.
Radio-TV Director.....R. S. West
*Radio Accounts*—Ohio Oil Co., Cincinnati Gas & Elec. Co., Central Trust Co., Cincinnati Enquirer, U. S. Shoe Corp.

## STORM & KLEIN, INC.

50 E. 42nd St., New York 17, N. Y.
Phone: MUrray Hill 6-2820
ANPA—PPA

President, Secretary.....Allston E. Storm
Executive Vice-President.....Edward Klein
V.-Pres. & Research Dir....Harry Chapperon
Time Buyer .....Arthur J. Klein
Art Director .....Frederick Widlicka
*Radio Accounts* — The Tintex Company, New York City, Tints and Dyes; Park & Tilford, New York City, Perfumes and Cosmetics.

## ARTHUR W. STOWE ADV.

672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.
Phone Drexel 8138
ANPA

Owner.....Arthur W. Stowe
Office Manager.....E. Scott Colby
General Production.....George Graham
Layout .....Donald Kellar
Artist .....Dorothy Nolte
*Radio Accounts*—Taylor Automobile Co., Western Auto Supply Co., Wilder's, Inc. Furniture, Stout Motors Trailer Division, So. Figueroa, Automotive Business Association.

## STRAUCHEN & McKIM ADV.

6 East Fourth St., Cincinnati 2, Ohio
Phone MA 1618-9
AAAA—ABP—NOAB—PPA

**Sr. Partner.....Edmund R. Strauchen**
**Jr. Partner.....G. F. McKim, Jr.**
Radio Time Buyer....Edmund R. Strauchen
Radio Director.....John G. Maupin
Research Dir.....M. Taylor
*Radio Accounts* — The Geo. Wiedmann Brewing Co., Inc., Geo. H. Newstedt Co., Argus Industries.

## STREET & FINNEY, INC.

330 West 42nd St., New York 18, N. Y.
Phone: BRyant 9-2400
ANPA—PPA—ABC—NOAB—APA

President.....H. K. Finney
Vice-President.....John F. Mayer
General Manager.....Robert Finney
Assistant General Manager....Frank Finney
Secretary.....F. S. Park
Treasurer.....Fred Hellar
Director of Radio.....Howard Miller
*Radio Accounts*—Doan's Pills, Ice-Mint, Allen's Foot-Ease, Beecham's Pills, Espotabs, Dil-Kil, Baby's Own Tablets (Canada), Children's Own Tablets (Canada), Dr. Williams Pink Pills (Canada).

## DANIEL F. SULLIVAN CO.

413 Statler Off. Bldg., Boston 16, Mass.
Phone HAncock 6-7643-4-5
ANPA—PPA—APA

President.....Daniel F. Sullivan
Treasurer.....William H. Sullivan
Copy Chief.....Walter K. Munroe
Production Manager.....James J. McCabe
Sales Director.....Robert N. Sullivan
Radio-TV Director.....Eugene F. Stafford

*Branch Office*
22 Monument Sq., Portland, Me.

*Radio Accounts*—Eastern Mass. St. Ry. Co., F. H. Snow Canning Co., Metro Distributors, R. S. Robie, Inc., Revere Racing Assn., Bay State Raceways, Plasticlear Products, Inc., Davis Bros. Fisheries, David-Morton Circus, Carling's Red Cap Distributors, Kaler, Carnney, Liffler & Co., Specialized Truck Sales, Hertz System of New England, The Windham Co., Middlesex County National Bank, Mutual Savings Banks of Lowell, Bay State Midget Auto Racing Assn.
*Television Account*—Metro Distributors.

## SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

437 5th Ave., New York 16, N. Y.
Phone ORegon 9-2500
ANPA—PPA—NOAB—ABC

President.....R. F. Sullivan
Vice-President.....D. D. Stauffer
Vice-President.....R. T. Colwell
Vice-President.....S. H. Bayles
V.-P. & Secy.....J. P. Cohane
V.-P. & Treas.....T. N. Weatherby
Vice-Pres.....A. K. Spencer
Vice-Pres.....W. M. Spire
V.-P. & Media Dir.....Francis Minehan
Head Art Dir.....Robert West

Production Head.....George Andrew
V.-P. & Copy Chief.....J. Clifford Dillon
V.-P. & Research Dir.....Luther H. Wood
Controller.....M. Herbert King
V.-P. Radio & TV Dir.....Philip H. Cohen
Producer .....Thomas Vietor
Television.....Richard R. Uhl

*Branch Office*

1607 Vista del Mar Ave., Hollywood 28, Calif.
Director.....John J. Van Nostrand

*Radio Accounts*—Noxzema Chemical Co., Smith Bros., Whitehall Pharmacal Co., Lever Bros. Co., American Cigarette & Cigar Co.

## SWEENEY & JAMES CO.

1501 Euclid Ave., Cleveland 15, Ohio
Phone Main 7142
ANPA—PPA—NOAB—ABP—APA

Partners...John F. Sweeney, Frank G. James
Space Buyer.....T. M. Gregory

*Radio Account*—Network: Firestone Tire & Rubber Co.

## SYLVESTER-MEEDER ADVERTISING CORP.

90 S. Oak Knoll Ave., Pasadena 5, Calif.
Phone Sycamore 6-7791, Ryan 1-6121

Pres.-Prod. Mgr. & Copy Chief..E. Sylvester
Treasurer.....A. A. Sylvester
Art Dir.....Leon Gilmour

## SAMUEL TAUBMAN & CO.

1541 Sanson St., Philadelphia 2, Pa.
Phone LOcust 4-0792

Space Buyer.....S. Taubman
Radio Director.....M. Taylor
Copy Chief.....Raymond H. Love
Art Director.....B. Kistner

*Radio Accounts*—Feinstein Furniture Co., Lester Lee Laboratories, Harry Krouse, Inc., The Big Store.

*Television Account*—Harry Krouse, Inc.

## J. D. TARCHER & CO., INC.

630 Fifth Ave., New York 20, N. Y.
Phone CIrcle 6-2626
ANPA—AAAA—PPA—APA—NOAB—ABP

President.....Jack D. Tarcher
Vice-President.....George R. Marek
Vice-President.....E. C. Ridley
Space Buyer.....W. W. Kirchert
Production Manager.....Jay R. Wieder
Art Director.....Dave Block
Copy Chief.....Ben F. Laitin
Research Director.....Leonard Tarcher
Radio-TV Dir.....Robert Kelly
Acct. Execs.....Jack D. Tarcher, George R. Marek, E. C. Ridley, K. N. Whatmore.

*Radio Accounts* — Benrus Watch Co., McKesson & Robbins, Inc., Personna Blade Co., Seaman Bros., Inc.

*Television Accounts* — Benrus Watch, Pequot Mills.

## J. WALTER THOMPSON CO.

420 Lexington Ave., New York 17, N. Y.
Phone MUrray Hill 3-2000
AAAA—ANPA—ABP—PPA—NOAB—ABC

President.....Stanley Resor
Vice-Pres. in Charge of Radio & Tele John U. Reber
Radio Tele Time Buyer.....Linnea Nelson
Radio Tele Talent Buyer....Virginia Spragle

*Branch Offices*

1549 North Vine St., Hollywood 28, Calif.
V.P.-Manager .....Cornwell Jackson
Vice-President .....Cal Kuhl

410 N. Michigan Ave., Chicago 11, Ill.
Vice-President and General Manager, Henry T. Stanton
Radio Director.....Harold R. Rorke
Radio Tele Time Buyer.....E. R. Fitzgerald

320 Calif. St., San Francisco, Calif.
Manager .....Fred Fidler
Radio Director.....Henry M. Jackson
Radio Time Buyer.....Frances Young

645 South Flower St., Los Angeles 36, Calif.
General Manager.....Robert B. Shirey
Radio Time Buyer.....Jane Hubert

*Radio-TV Accounts*—Atlantis Sales Corp., P. Ballantine & Sons, F. W. Boltz Corp., Elgin National Watch Co., Fanny Farmer Candy Shops, Ford Dealer Advertising Groups, Homestead Bakery, Indiana Bell Telephone, Johns-Manville Corp., Kraft Foods Co., Lamont-Corliss, Langendorf United Bakeries, Inc., Lever Brothers Co., Libby, McNeill & Libby, Mentholatum Co., Leo J. Meyberg Co., Northern Trust Co., Pan American World Airways, Pharma-Craft Corp., Penick & Ford, Ltd.,RCA Victor-Division of Radio Corporation of America, Safeway Stores, Inc., Shell Oil Company, Inc., Standard Brands Inc., Swift & Co., Thompson Products, Times, Mirror Co., Ward Baking Co., Washington State Apple Commission.

## TIMELY ASSOCIATES, INC.

70 East 45th St., New York 17, N. Y.
Phone MU 4-0286
ABP

President.....Daniel R. Prosnit
Tecy.-Treas.....David J. Diamond

*Radio Accounts*—Progressive Life Ins. Co., Coro, Inc., Jacques Kreisler Mfg. Corp., Solon Palmer, L. & H. Stern, Inc., Voco, Inc.

## ALFRED F. TOKAR ADV.

850 Broad St., Newark 2, N. J.
Phone Mitchell 2-2561
ANPA—PPA

Partner.....A. F. Tokar
Partner & Space Buyer.....M. E. Bach
Radio Dir. & Buyer Radio Time...N. Tokar

## TRACY, KENT & CO., INC.

515 Madison Ave., New York 22, N. Y.
Phone ELdorado 5-4404
ABP—NOAB—ANPA—PPA—APA

Chairman.....Wm. Irwin Tracy
President.....Frank S. Kent
V.P. & Art Dir.....Hugh Donnell
Sec. & Treas.....George M. Pease
Asst. Sec. & Treas.....Philip A. Baecker
Radio-TV Program Dir.....Alfred S. Moss

*Radio Accounts*—John Opitz, Inc., Salad Products Corp., H. C. Brill Co., Inc., J. W. Beardsley's Sons, The Taylor-Reed Corp., J. Ossola Co., Inc., House Of Price, Minot Food Packers, Inc.

## TRACY-LOCKE CO., INC.

1307 Pacific Ave., Dallas 1, Tex.
Phone Riverside 8655
APA—ABC—BMB—SNPA

President.....Raymond P. Locke
Vice-Presidents.....Morris Hite, Monty Mann, G. G. Addington, Scott Leonard, Ernest Lovan.
V.-P. & Treas.....J. H. Wellenkamp
Secy.....R. H. Robins
Radio Dir. & Head Time Buyer.Monty Mann
Time Buyers.....E. Parker, Mary B. Randle.
Account Execs.....Raymond P. Locke, Morris Hite, Scott Leonard, Ernest Lovan, G. D. Addington, Jr., Stanley W. Foran, Lew Purnell.
Copy Chief.....Glen G. Addington
Mrd. Baird's Bread Cos., Borden Co., Southern Div.

*Radio Accounts*—Dr. Pepper Co., Burrus Mill & Elev. Co., Imperial Sugar Co., Byer-Rolnick Co., Republic Nat'l Bank, Dallas, Mrs. Baird's Bread Co., Dallas, Borden Co., Southern Div.

## TUDOR ADVERTISING AGENCY

299 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 2-6653

President & Prod. Mgr.....W. Scott
Secretary.....H. J. Miller
Treas. & Art Dir.....L. Silverman
Radio Director.....L. Maris

## THE TULLIS-VICTOR CO., INC.

6000 Sunset Blvd., Hollywood 28, Calif.
Phone Hempstead 6831

President .....Howard Tullis
Vice-President.....A. J. Victor
Secy.-Treas.....Lewis G. Parsons

## VALLEY ADVERTISING CO.

113 W. 4th St., Weslaco, Tex.
Phone WEslaco 175
PPA

Pres., Treas., Radio Dir., Radio Time Buyer & Space Buyer.....J. D. Grafton
Vice-President.....E. S. Grafton
Secretary.....R. B. Blancett
Art Director.....L. Blancett
Production Manager.....F. Schultz

*Radio Accounts* — Borderland Citrus Groves, Valley Grande Academy.

## VICTOR VAN DER LINDE CO.

683 Fifth Ave., New York 22, N. Y.
Phone ELdorado 5-5185

Partners.....Victor van der Linde, Charlotte Rains.
Media Dir.....Agnes Kingsley

*Radio Accounts* — L. Bamberger & Co., Beam Products Co., Berex Pharmacal Co., Dolcin Corp., Dolcin Ltd., Jarmane, Inc., C. F. Mattlage Sales Co., James McCreery & Co.

## JOHN B. VAN DOMELEN, AGENCY

322-326 Federal Square Bldg.,
Grand Rapids 2, Mich.
Phone 9-3453-4
PPA—ABP

Owner & Space Buyer....J. B. Van Domelen
Radio Dir.....E. J. Logie
Acct. Exec.....R. F. Doornink, J. Newberry
Prod. Mgr.....Jack Newberry

## VANGUARD ADVERTISING

15 East 40th St., New York 16, N. Y.
Phone MUrray Hill 5-4686
ABP—PPA—APA

President .....J. M. Russakoff
Art Director.....Frank Haase
Media .....Ed Bimberg

*Radio Account*—Reba Plastics.

## VAN HECKER, INC.

664 No. Michigan Ave., Chicago 11, Ill.
Phone DElaware 3122-3-4
NOAB—PPA—APA

President & Treas.....C. E. Van Hecker
Account Exec.....W. F. Barkow
Account Exec. & Space Buyer.....F. J. Guzk

*Radio Accounts*—Local Loan Co., Pyroil Co.

## VAN SANT, DUGDALE & CO., INC.

Court Square Bldg., Baltimore 2, Md.
Phone, LExington 5400
AAAA—ABP—ANPA—PPA—NOAB
APA—ABC

President .....Wilbur VanSant
Vice-President.....Robert E. Daiger
V.-P. & Acct. Execs.....Robert E. Daiger, H. G. Erck, C. M. Buchanan, T. F. C. Quinn.
Media & Research.....U. H. Moss
Acct. Exec.....Wm. Dugdale
Radio Dir.....J. D. Loden

*Radio Accounts*—Fram Corp. (Network), International Bedding, York Wallpaper, National Radio Institute, The Glenn L. Martin Co., Sherwood Brothers, The Crosse & Blackwell Co., Rice's Bakery, The Wm. Schluderberg Co.

## VENABLE-BROWN CO., INC.

211 E. Fourth St., Cincinnati 2, Ohio
Phone Parkway 6078, 6784
ABP—ANPA—APA

President & Space Buyer.....B. W. Brown
Vice-Pres. & Space Buyer.....B. Venable
Vice-President.....G. L. Service
Sec'y-Art Dir. & Prod. Mgr....P. R. Harrover
Treas. & Buyer Radio Time...D. B. Mescher
Acct. Execs.....B. Venable, G. L. Service, B. W. Brown.

## J. FRANKLYN VIOLA

155 West 42nd St., New York 18, N. Y.
Phone CHickering 4-3254

President-Owner.....J. Franklyn Viola

*Radio Accounts* — WEVD, WHOM, WOV, N. Y.; WHAT, Philadelphia; WNHC, New Haven; WKNB, New Britain, WGNY, Newburgh.

## WADE ADVERTISING AGENCY

20 N. Wacker Dr., Chicago 6, Ill.
Phone State 7369
ANPA—PPA—APA—NOAB

President.....Albert G. Wade
Exec. V.P.-Radio Director.....W. A. Wade
Radio Time Buyer.....W. B. Condon
Secretary-Treasurer.....E. N. Nelson
Art Mgr.....Kenneth Banes
Account Executives.....Booth Luck, P. C. Lund.

*Radio Accounts*—Miles Laboratories, Inc., Murphy Products Co., Morris B. Sachs, Wear Proof Mat Co., Hoover Liniment Co., Haskelite Mfg. Corp., Wait-Cahill Co.

## HUGO WAGENSEIL & ASSOCIATES

Talbott Bldg., Dayton 2, Ohio
Phone Hemlock 5542
ABP—APA—AAAA—PPA—ANPA

President .....H. Wagenseil
Secretary-Treasurer.....G. Wagenseil
Production Manager.....W. J. Staggs
Art Director.....E. Hageman
Radio Director.....F. R. Harwood
Public Relations.....G. W. Young
Account Executive.....W. H. Ford

## WALKER & DOWNING

532 Oliver Bldg., Pittsburgh 22, Pa.
Phone Grant 1900
ANPA—ABP—PPA—APA—CAN

President.....William S. Walker
Vice-Presidents.....Benjamin I. Davis, Jr., C. P. Richardson.
V.-P. & Radio-TV Director....R. C. Woodruff
Director .....Vic Saydel
Producers.....Victor Maitland, Robert Stevens, Fred L. Newmeyer.

*Branch Office*

Suite 833, Hotel St. Regis, New York, N. Y.
Eastern Radio Supervisor.....Victor Seydel

*Radio Accounts*—Duquesne Brewing Company, Chartiers Valley Brewing Co., Henry Lohrey Packing Co., Vimco Macaroni Company, Clearfield Fur Company, Mail Pouch Tobacco Co., Colonial Biscuit Company, Sterling Oil Company.

## WALLACE-FERRY-HANLY CO., INC.

430 N. Michigan Ave., Chicago 11, Ill.
Phone Superior 4462
ABP

Chmn. of Bd.....C. P. Hanly
President.....L. T. Wallace
Secy.-Treas.....H. E. Lehman
Manager.....C. L. Collette
Prod.....J. T. Shegenda
Art. Dir.....A. L. Schuknecht
Space & Radio Time Buyer. Blanche J. Slivka
Radio Dir.....J. T. Ainley
Radio Prod.....James T. Bloodworth
Acct. Execs.....L. T. Wallace, C. L. Collette, M. G. Pierce, Lester Ploetz.

*Radio Accounts*—Campana Sales Co., A. G. Spalding & Bros.

## WILLIAM WARREN AGENCY

122 E. 42nd St., New York 17, N. Y.
Phone LExington 2-1795-4379

Partners.....Harry Solow Jr., William Warren Solow.
Radio Director.....Harry Solow Jr.
Copy Chief.....Marilyn Kean
Account Executives.....W. W. Solow, Stevens P. Jackson, Fred Yurman, J. C. Silverman.
Television Director.....Stevens P. Jackson
Asst. Tel. Dir.....W. W. Solow

*Radio Accounts*—Alexanders Dept. Store, Flag Pet Food Corp., Cardinal Neckwear, Strauss Stores, Metropolitan Training Ctr., Face Contour Cosmetics, Cambridge School, No. 50 New-Lac, Monick Silverware Co., Williams Heating Engin., Sachs Quality Stores, Pierce School, Sofia Bros., Ivel Furs, Herberts Diamonds, Bonded Auto Sales, Warren-Connelly, Lucele, Ltd.

## WARWICK & LEGLER, INC.

230 Park Ave., New York 17, N. Y.
Phone MUrray Hill 6-8585
AAAA—ANPA—PPA—ABP—ABC
APA—NOAB

President.....H. Paul Warwick
Vice-Presidents.....Henry Leggler, S. O. Youngheart, J. R. Warwick, Lester M. Malitz, Arthur Deerson, C. E. Staudinger.
Radio Director.....Tevis Huhn

*Branch Office*

6331 Hollywood Blvd., Hollywood 28, Cal.
Radio Director.....Cecil Underwood

*Radio Accounts*—Pabst Sales Co., Equitable Life Assurance Society of the U. S., Farnsworth Television & Radio Corp.

## NORMAN D. WATERS & ASSOCIATES, INC.

6 E. 39th St., New York 16, N. Y.
Phone MU 5-8950
ABP—PPA—NOAB—ANPA

**President**.....**Norman D. Waters**
Exec. Vice-Pres.....Charles H. Whitebrook
**Secretary**.....**E. L. Waters**
Treasurer.....**H. L. Waters**
Gen. Mgr.....Louis Landesman
Copy Chief.....Adrian Kuhn
Media Dir.....Richard Werden
Art Dir.....Irving Cohan

*Radio & Television Accounts*—Jay Bucknell, Inc., Spencer Shoe Corp., Stardust, Inc.

## WATTS, PAYNE ADV., INC.

205 S. Cheyenne Ave., Tulsa 3, Okla.
Phone 3-8108
ABP—APA—SNPA

President.....Don Watts
Vice-President.....Leslie S. Hauger
Secretary-Treasurer.....Oscar E. Payne
Account Executive.....Don Dyer
Production Manager.....S. B. Snyder
Art Director.....Harold Carloss
Time Buyers....Don Watts, Leslie S. Hauger
Continuity .....Don Mitchell

*Branch Offices*
316 Fidelity Bldg., Dallas, Tex.
Manager.....Burke Gilliam
Account Executives.....R. S. Hauger, Todd Merrill.

*Radio Accounts*—Oklahoma Tire & Supply Co., Kidds Cola, Tulsa Federal Savings & Loan Association, United Federal Savings & Loan Association, Bell Oil & Gas Company, Mid-West Chevrolet Corp., Good Luck Oil Company.

## TUCKER WAYNE & CO.

98 Mitchell St., S.W. Atlanta 3, Ga.
Phone Walnut 6701-2
ANPA—PPA—APA—ABP—SNPA
NOAB—AAAA

President.....**Tucker Wayne**
Vice-Pres. & Radio Talent.....**C. W. Burgess**
Vice-Pres. & Time Buyer.....**C. C. Fuller**
Radio Director.....**D. D. Connah**

*Radio Accounts*—Southern Bell Telephone & Telegraph Co. (Regional), Southern Spring Bed Co. (Regional), American Bakeries Co. (Regional), J. Allen Smith & Co., The Schwab Co., Scripto Mfg. Co.

## LUTHER WEAVER & ASSOCIATES

200 Globe Bldg., St. Paul 1, Minn.
Phone Cedar 3777
AAAA—APA—APP

Owner & Chief Radio Buyer..Luther Weaver
Director of Radio-TV.....Don Gardner

*Radio Accounts* — Twin City Wholesale Grocer Co., Twin Ports Wholesale Grocer Co., Minnesota Federal Savings & Loan Assn., Stewart Paint Mfg. Co., Falcon & Pilgrim Cleaners.

## R. W. WEBSTER ADVERTISING

816 West 5th St., Los Angeles 13, Calif.
Phone MAdison 9-2283
APA

President.....R. W. Webster
Treasurer.....Irene Boyle
Space & Time Buyer & Prod. Mgr. Richard T. Guppy
Art Directors.....Robert Magee, James N. Hastings
Account Executive....Joy Garrison Berghell

## JOHN P. WEIDENHAMER & ASSOCIATES

26 N. 18th St., Harrisburg, Pa. (Box 1024)
Phone 4-1808
AAAN

Pres. & Space Buyer.....J. P. Weidenhamer
Sec'y-Radio Dir. & Buyer Radio Time N. H. Weidenhamer
Treas. & Prod. Mgr.....F. F. Bratten
Art Director.....D. H. Bates

*Radio Accounts*—Hershey Chocolate Corp., Hershey Estates, Madrid Ballroom, Megs Macaroni Co., Ryder's Dairy, E. B. Skarie Co., Wyand Baking Co., York Fair Assn.

## ARMAND S. WEILL CO., INC.

170 Franklin St., Buffalo 2, N. Y.
Phone Washington 6250
ABP—ANPA—APA

President.....Armand S. Weill
Exec. V. P.-Treas.....Harold C. Desbecker
V.P. & Radio Dir.....Robert K. Weill

*Radio Accounts*—Chalmers Gelatine Corp., John Wiley Jones Co., Maloney Bros. Nursery Co., Inc., Templetons, Inc., S. C. Wells & Co.

## MILTON WEINBERG ADV. CO.

325 W. Eighth St., Los Angeles 14, Calif.
Phone TUcker 4111
ANPA—PPA—ABC—APA

President & Time Buyer..Bernard Weinberg
Media Director.....E. Cousino
Radio Director.....W. H. Krauch

*Radio Accounts*—Capitol Milling Co., Hollywood Film Studios, Hollywood Pantages Theater Corp., Hollywood Turf Club, May Co., Midtown Catering So., Pep Boys of Calif., Savenick Tires, Thrifty Cut-Rate Drug Stores.

## WILLIAM H. WEINTRAUB & CO.

30 Rockefeller Plaza, New York 20, N. Y.
Phone CIrcle 7-4282
ANPA—PPA—NOAB

President.....William H. Weintraub

V.P. & Gen. Mgr. .....John D. Scheuer
Exec. V.P. .....Elkin Kaufman
Vice-Pres. .....Harry Trenner
V.-P. in Chg. Public Relations....David Karr
Television Dir.....Noran Kersta
Radio Dir.....Theo. Gannon
Time Buyer.....Wm. H. Weintraub, Jr.
Bus. Mgr. Radio Dept.....Gladys York
Research Director.....Dr. Leon Arons
Media Director.....Lee M. Rich

*Radio & Television Accounts* — Kaiser-Frazer Corp., Frank H. Lee Company, Seeman Brothers, Inc., Helbros Watch Co., Trimount Clothing Co., Wings Shirt Co., Conmar Prod. Corp.

## WALTER WEIR, INC.

250 W. 57th St., New York 19, N. Y.
Phone PLaza 7-0140

President.....W. Weir
Vice-President.....G. Baird
V.P. & Acct. Exec.....W. B. Downes
V.P. & Art Director.....A. E. Macon
Sec'y. & Treas.....M. B. Solomon
Prod. Mgr.....R. E. McKean

## WEISS & GELLER, NEW YORK, INC.

400 Madison Ave., New York 17, N. Y.
Phone PLaza 3-4070
ANPA—PPA—NOAB—APA

President.....Max A. Geller
Vice-Pres.....Joseph H. Curtis
Gen. Mgr.....Lester J. Mallets
Copy Chief.....M. Peter Artzt
Art Dir.....Arthur Gordon
Prod. Mgr.....Sally Green
Office Mgr.....Max Tendrich
Radio-TV Dir.....Lester J. Mallets
Time Buyer.....Max Tendrich

*Branch Office*

400 N. Michigan Ave., Chicago Ill.

*Radio Accounts*—Columbia Pictures Corp., Albert Ehlers, Inc., Rensie Watch Co., Inc., United Artists Corp., Truwal Mfrs., Inc., Flagstaff Foods, New Haven Clock & Watch Co.
*Television Account*—Albert Ehlers, Inc.

## JOSEPH R. WEISSER, CO., INC.

31 Milk St., Boston 9, Mass.
Phone Hancock 6-1214-5-6

President & Treasurer.....J. R. Weisser
Vice-Presidents.....H. F. Smith, Michael Lipton, J. Henry Golden.
Art Director.....P. Iandoli
Production Manager.....R. S. Lambert
Copy Chief & Radio Time Buyer Bernice Resnick
Space Buyer.....M. Golden

## WERTHEIM ADV. ASSOCIATES

11 W. 42nd St., New York 18, N. Y.
Phone, WIsconsin 7-5978
ANPA—PPA

Owner, Radio Dir.....Ed L. Wertheim
Manager.....Ed T. Wertheim
Art Dir.....Jose I. Ramos
Account Executives .....M. George, E. Taylor Wertheim, Madeline George.

*Branch Office*

1031 Arch St., Philadelphia 7, Pa.
Manager.....Jean H. Breig

## WESTHEIMER & CO.

315 North Seventh St., St. Louis 1, Mo.
Phone Garfield 4080
ABP—NOAB—ANPA—PPA—APA

President.....Louis E. Westheimer
Vice-Pres. & Copy Chief.Samuel Westheimer
Vice-President.....Wm. H. Mullgardt, Wm. M. Wider, Emma D. Brohr.
Prod. Mgr.....Clarence Hughes
Time & Space Buyer.....Elizabeth Ehrlich
TV Dept.....Barbara Block, Walter Harris.

*Radio Accounts*—Schutter Candy Co. (Old Nick & Bit-O-Honey candy bars), Centlivre Brewing Corp., Sears, Roebuck & Co. Bettendorf's Super Market, Vatterott Realty Co., Staten Island Cleaners, St. Louis County Tile Co., Peter Eckrich & Sons (Packing), Tiptop, Inc. (Kiddie Cookies), Big 4 Chevrolet Co., Valley Farm Dairy Co., Mutual Bank & Trust Co., Disco Distributing Co. (Motorola).

*Television Accounts* — Disco Distributing Co. (Motorola Radio and Television Sets), Sears, Roebuck & Co. (St. Louis), Nite-Lite (driving glasses), Tucker Oldsmobile Co.

## WESTON-BARNETT, INC.

217 W. 5th St., Waterloo, Iowa
Phone 4677
ABP—ANPA—PPA—APA

President.....Wells H. Barnett
Vice-President.....Phillips Taylor

*Branch Office*

520 N. Michigan Ave., Chicago 11, Ill.
Vice-Presidents.....A. C. Barnett, M. C. Swartz

*Radio Accounts*—Iowa Soap Co., American Bird Products, Inc., Walker Remedy Co., Vinton Hybrid Corn Co.

## TOM WESTWOOD ADV. AGENCY

416 West 8th St., Los Angeles 14, Calif.
Phone TRinity 8496-7

Owner & President.....Tom Westwood
Time Buyer & Traffic.....Agnes Bennett

*Radio Accounts*—Hebrew-Christian Hour, Wings of Healing, Voice of China, So. Calif. Lutheran Hour.

## FRANK E. WHALEN ADV. CO.

15 W. 10th St., Kansas City 6, Mo.
Phone, Victor 7200
ANPA—PPA—APA—ABP—NOAB

Manager.....F. E. Whalen
Sec. & Treas.....J. W. Whalen
Account Executives.....L. P. Staples, W. F. Pralle, S. Williams.

## WARD WHEELOCK CO.

Lincoln-Liberty Bldg., Philadelphia 7, Pa.
Phone Rittenhouse 6-7500
ANPA—PPA—APA—NOAB—ABC

President.....Ward Wheelock
Vice-Pres.-General Mgr.....Arthur A. Bailey
Vice-Presidents.....Robert Y. Brown, Walter L. Stocklin, Ralph K. Strassman, William R. Farrell.
Secretary-Treasurer.....William A. Dunn
Dir. Radio Dept.....Diana Bourbon

*Branch Offices*

444 Madison Ave., New York 22, N. Y.
Vice-President.....R. K. Strassman
Guaranty Bldg., Hollywood 28, Calif.
Radio Director.....Diana Bourbon

*Radio Account*—Campbell Soup Co.

*Television Account*—Stephen F. Whitman & Son, Inc.

## WILKINSON-SCHIWETZ & TIPS, INC.

455 Caroline St., Houston 2, Tex.
Phone B 3-9301
AAAA—ABP—ANPA—NOAB

President.....J. B. Wilkinson
Vice-Pres. .....Kern Tips
Mgr. Radio Dept.....Gene Heard
Mgr. TV Dept.....Kern Tips

*Radio Accounts*—American General Ins. Co., Mr. Baird's Bread, Geo. H. Dentler & Sons, Foley's, Fruit Bowl, Associated General Contractors, Houston Natural Gas Co., Humble Oil & Refining Co., Kuhn Paint Co., Raymond Pearson, Inc., Rettigs, Texas Gulf Sulphur Co.

*Television Account*—Humble Oil & Refining Co.

## WILLIAMS & SAYLOR, INC.

271 Madison Ave., New York 16, N. Y.
Phone, LExington 2-3493
ANPA—PPA—APA—ABP—NOAB

Pres. & Treas.....Ralph W. Williams
Vice-President.....Walter T. Pollock
Secretary .....Sylvia Elliot
Space Buyer.....Mrs. I. Randall
Production Manager.....M. J. Osias

## WINIUS-DRESCHER-BRANDON, INC.

1706 Olive St., St. Louis 3, Mo.
Phone CHestnut 6380
AAAA—ABP—ANPA—PPA—BMB—CAN

President.....Enno D. Winius
Vice-Presidents.....W. L. Sanborn, W. J. Fuchs, C. A. Brandon, V. L. Morelock, J. M. Drescher.
Radio-TV Director.....Vernon L. Morelock
Asst. Radio-TV Director...Shirley M. Crespi
Traffic.....Betty R. Landau

*Branch Office*

1050 Canal Bldg., New Orleans 12, La.
Manager .....Walter Winius

*Radio Accounts*—American Packing Co., Boatmen's National Bank, F. Burkart Mfg. Co., Jackson Brewing Co., Endicott Johnson Corp., Emerson Electric Mfg. Co., Jax Beer Co., Missouri - Kansas - Texas Railroad, Mexican American Hat Co., Senoret Chemical Co.

*Television Accounts* — American Packing Co., Missouri-Kansas-Texas Railroad, Jackson Brewing Co.

## N. A. WINTER ADV. AGENCY

11th Fl., Paramount Bldg., Des Moines 9, Ia.
Phone 4-9154
ABP—NOAB—APA—NAAN

Pres., Service Dir., Acct Ex.....N. A. Winter
Acct. Execs.....N. A. Winter, Jr., T. Bryce Spruill, Robert C. Lochrie.
Art Director.....Fred Stewart

## WOLFE-JICKLING-DOW & CONKEY, INC.

76 West Adams, Detroit 26, Mich.
Phone WOodward 1-1865
AAAA—ABP—NOAB—ANPA—PPA—APA

President.....R. L. Wolfe
Vice-President.....A. D. Conkey
Secy.-Treas.....C. M. Jickling
Acct. Exec.....R. E. Mulvogue
Art Director.....C. S. Brown
Radio-Television Director..J. A. Christensen
Asst. Radio-TV Dirs.....Cyrilla Anderson, J. E. Sherman.
Women's Features.....Patricia Tobin
Radio-TV Continuity Supervisor...Ruth Rice
Radio-TV Sales Contact....Florentine Urban

*Radio Accounts* — The J. L. Hudson Co., Schafer Bakeries, Detroit Employers Assn.

*Television Account*—The J. L. Hudson Co.

## LESTER "L" WOLFF, INC.

14 E. 39th St., New York 16, N. Y.
Phone MU 9-1440
ANPA—ABP—PPA

President.....Lester "L" Wolff
Exec. V. P.-Radio Dir.....Harry Carter
Vice-Presidents.....Frederick Roselius, Clifford Poppleton.

## WOODARD & FRIS, INC.

24 James St., Albany 7, New York
Phone 4-5007; 4-7081

President.....Tedford L. Woodard
Secretary-Treasurer.....R. David Fris
Radio Director.....Mary Elizabeth Gaynor
*Radio Accounts* — Old Capital Motors, McManus & Riley, Inc., Pen Crafts, The First Trust Co. of Albany, Albany Savings Bank, Albany Public Market.

## THE ALBERT WOODLEY CO.

500 Fifth Avenue, New York 18, N. Y.
Phone WIsconsin 7-0380
ABP—ANPA—PPA

Owner.....Albert Woodley
Vice-President.....Louis De Garmo
Space Buyer.....Edith M. Knoth
*Radio Account*—New Haven Savings Bank.

## WORLD WIDE ADV. CORP.

11 W. 42nd St., New York 18, N. Y.
Phone LO 5-4500
ANPA—APA—PPA

President.....N. T. Scholz
Secretary.....Helen Karrow
Treasurer.....Suzanne Carlin
*Radio Accounts*—Parmelee Transp. Co., National Transp. Co.

## WORTMAN, BARTON & GOOLD, INC.

345 Madison Ave., New York 17, N. Y.
Phone MUrray Hill 4-2756
NOAB—ANPA—PPA

President-Treasurer.....E. B. M. Wortman
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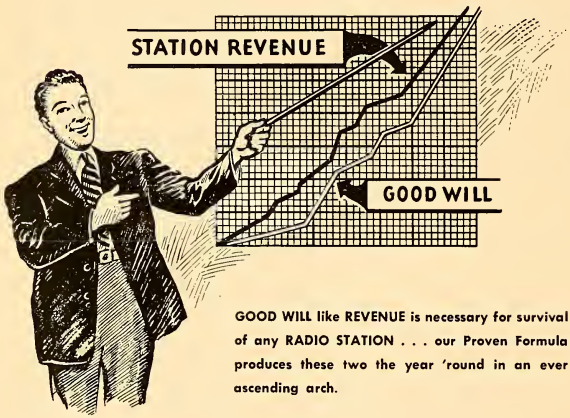


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228 No. LaSalle St., Chicago 1, Ill.
Executive-in-Charge.....Fred R. Jones
6912 Hollywood Blvd., Hollywood 28, Calif.
Executive-in-Charge.....Homer Griffith
Mills Bldg., San Francisco, Calif.
Executive-in-Charge.....Duncan Scott
2979 Wilshire Blvd., Los Angeles, Calif.
Executive-in-Charge.....A. O. Dillenbeck

*Stations Represented*—Five Stations of Alaskan Broadcasting System—Alaska, Barbados, Bolivia, Chile, Colombia, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, British Guiana, Dutch Guiana, Haiti, Nicaragua, Panama, Paraguay, Peru, Puerto Rico, Trinidad, Venezuela, France, Portugal, North Africa, South Africa, Fiji Islands, China.

## JOHN E. PEARSON COMPANY

360 N. Michigan Ave., Chicago 1, Ill.
*Phone*: Franklin 2-2359

Owner.....John E. Pearson
Account Executive.....Kay Fisher
Midwest Sales Mgr.....Frank T. Breslin

*Branch Offices*

250 Park Ave., New York 17, N. Y.
Executive-in-Charge.....Hines Hatchett
Dierks Bldg., Kansas City, Mo.
Executives-in-Charge.....Owen Balch, Chris Mitchell
684 S. Lafayette Pk. Pl., Los Angeles, Calif.
Executives-in-Charge.....R. W. Walker, Lee O'Connell
68 Post St., San Francisco, Calif.
Executive-in-Charge.....Roger Parratt

*Stations Represented*—KCMO, Kansas City, Mo.; KOAM, Pittsburgh, Kan.; KELO, Sioux Falls, S. D.; KVGB, Great Bend, Kan.; WEW, St. Louis, Mo.; KRRV, Sherman, Tex.; *Oscar Hirsch Stations* — WHIZ, Zanesville, O.; WAOV, Vincennes, Ind.; WJPF, Herrin, Ill.; WIRE, Indianapolis, Ind.; WMMJ Peoria, Ill.; KHMO, Hannibal, Mo.; *Gleeson (Calif.) Stations West Texas Group*—KMAC, San Antonio, Tex.; WJHL, Johnson City, Tenn.; *S. Minnesota Group*—WDIA, Memphis, Tenn.; KGKB, Tyler, Tex.; KWTO, Springfield, Mo.; KLCN, Blytheville, Ark.; WCAR, Pontiac, Mich.; KSAL, Salina, Kan.; *Florida Group*—KXOL, Fort Worth, Tex.; *Nunn Stations*—(WLAP, WBIR, WCMI, KFDA); WDUK, Durham, N. C.; WMIX, Mt. Vernon, Ill.; KWOC, Popular Bluff, Mo.; KPAB, Laredo, Tex.; *Central Valley Group of California*—WLAV, Grand Rapids, Mich.; KTRN, Wichita Falls, Tex.; WGOV, Valdosta, Ga.

## JOHN H. PERRY ASSOCIATES

310 East 45th St., New York 17, N. Y.
*Phone*: MUrray Hill 7-1647

Gen. Manager.....William K. Dorman
Salesman.....R. S. Mandeville
Salesman.....W. T. Kelly

*Branch Offices*

122 S. Michigan Ave., Chicago 3. Ill.
Executive-in-Charge.....F. W. Thurneau
12 South 12th St., Philadelphia 7, Pa.
Executive-in-Charge.....Robert Hitchings
General Motors Bldg., Detroit 2, Mich.
Executive-in-Charge.....John Cole

1220 Rhodes-Haverty Bldg., Atlanta 3, Ga.
Executive-in-Charge.....Mrs. Alice S. Grant

*Stations Represented*—WJHP, Jacksonville, Fla.; WCOA, Pensacola, Fla.; WDLP, Panama City, Fla.; WTMC, Ocala, Fla.; WTAL, Tallahassee, Fla.; WWPG, Palm Beach, Fla.; WALT, Tampa, Fla.; WINZ, Miami Beach, Fla.

## EDWARD PETRY & CO., INC.

17 East 42nd St., New York 17, N. Y.
*Phone*: MUrray Hill 2-4400

President.....Edward Petry
Secretary-Treasurer.....Henry I. Christal
Vice-President.....Edward E. Voynow
Television Dept. Head.....J. E. diDonato

*Branch Offices*

400 N. Michigan Ave., Chicago 11, Ill.
Executive-in-Charge.....Edward E. Voynow

General Motors Bldg., Detroit 2, Mich.
Executive-in-Charge.....William Cartwright

Russ Bldg., San Francisco 4, Calif.
Executive-in-Charge.....Earle H. Smith

601 West Fifth St., Los Angeles 13, Calif.
Executive-in-Charge.....Chester G. Matson

Shell Bldg., St. Louis 3, Mo.
Executive-in-Charge.....George A. Kercher

New Palmer Bldg., Atlanta 3, Ga.
Executive-in-Charge.....Charles F. Grisham

Statler Bldg., Boston 16, Mass.
Executive-in-Charge.....Arthur C. Smith

*Stations Represented*—WSB, Atlanta, Ga.; WBAL, Baltimore, Md.; WNAC, Boston, Mass.; WICC, Bridgeport, Conn.; WBEN, Buffalo, N. Y.; WGAR, Cleveland, O.; WFAA, Dallas-Ft. Worth, Tex.; WJR, Detroit, Mich.; KARM, Fresno, Calif; WONS, Hartford, Conn.; KPRC, Houston, Tex.; WDAF, Kansas City, Mo.; KFOR, Lincoln, Neb.; KARK, Little Rock, Ark.; KFI, Los Angeles, Calif.; WHAS, Louisville, Ky.; WLLH, Lowell-Lawrence, Mass.; WTMJ, Milwaukee, Wis.; KSTP, Minneapolis-St. Paul, Minn.; WSM, Nashville, Tenn.; WSMB, New Orleans, La.; WTAR, Norfolk, Va.; KOIL, Omaha, Nebr.; WIP, Philadelphia, Pa.; WMTW, Portland, Me.; KGW, Portland, Ore.; WEAN, Providence, R. I.; WRNL, Richmond, Va.; WOAI, San Antonio, Tex.; KQW, San Francisco, Calif.; KOMO, Seattle, Wash.; KTBS, Shreveport, La.; KGA, Spokane, Wash.; WMAS, Springfield, Mass.; WAGE, Syracuse, N. Y.; KVOO, Tulsa, Okla.; WSAU, Wausau, Wisc.; WWVA, Wheeling, W. Va.; KFH, Wichita, Kans.; WAAB, Worcester, Mass.; The Yankee Network. The Texas Quality Network. *Television Stations*—WBAL-TV, Baltimore, Md.; WNAC-TV, Boston, Mass.; WBEN-TV, Buffalo, N. Y.; KFI-TV, Los Angeles, Calif.; WTMJ-TV, Milwaukee, Wisc.; KSTP-TV, Minneapolis, St. Paul, Minn.

## RA-TEL REPRESENTATIVES, INC.

420 Lexington Ave., New York 17, N. Y.
*Phone*: MUrray Hill 4-2549

President.....C. A. G. Kuipers
Treasurer.....S. P. Mahoney
Secretary.....C. W. Beller
Vice-President.....A. W. Howe
Executive-in-Charge.....Martin McGeehan
General Manager.....James W. LeBaron

*Branch Offices*

203 N. Wabash Ave., Chicago, Ill.
Executive-in-Charge.....Martin McGeehan

420 Lexington Ave., New York 17, N. Y.
Executive-in-Charge.....James W. LeBaron

807 Southwestern Life Bldg., Dallas, Texas
Executive-in-Charge.....A. W. Howe

558 First National Bldg., Okla. City, Okla.
Executive-in-Charge.....C. M. Lintecum

1220 Rhodes Haverty Bldg., Atlanta, Ga.
Executive-in-Charge.....Mrs. A. S. Grant

300 Montgomery St., San Francisco, Calif.
Executive-in-Charge.....R. J. Birch

607 S. Hill St., Los Angeles, Calif.
Executive-in-Charge.....J. V. Fisler

*Stations Represented* — WNOE, New Orleans, La.; KNOE, Monroe, La.; WSAP, Norfolk, Va.; WFPG, Atlantic City, N. J.; WFOX, Milwaukee, Wisc.; WLCS, Baton Rouge, La.; KLIF, Dallas, Tex.; WEDO, Pittsburgh, Pa.; KSYL, Alexandria, La.; KBON, Omaha, Nebr.; WKYB, Paducah, Ky.; WHBU, Anderson, Ind.; WACE, Springfield, Mass.; KOLN, Lincoln, Nebr.; KORN, Fremont, Nebr.; WBMB, Miami, Fla.; KGBS, Harlingen, Tex.; KXLR, Little Rock, Ark.; WLEX, Lexington, Ky.; KRES, St. Joseph, Mo.; WHOO, Orlando, Fla.

## RADIO REPRESENTATIVES, INC.

480 Lexington Ave., New York 17, N. Y.
*Phone*: MUrray Hill 8-4342-3

President.....Harry S. Goodman
Vice-President.....Peggy Stone
Secretary-Treasurer.....Stanley Wessel
Vice-President.....John E. North

*Branch Offices*

737 N. Michigan Ave., Chicago 11, Ill.
Executive-in-Charge.....John E. North

672 S. Lafayette Park, Los Angeles 5, Calif.
Executive-in-Charge.....Harlan G. Oakes

1085 Monadnock Bldg., San Francisco 4, Calif.
Executive-in-Charge.....Les Meek

*Stations Represented* — WMPS, Memphis, Tenn.; WAIT, Chicago, Ill.; WMIN, St. Paul, Minn.; WHAY, New Britain, Conn.

## RADIO REPRESENTATIVES LIMITED

4 Albert St., Toronto 1, Ontario, Canada
*Phone*: WAverley 6151

President.....J. Slatter
Sales Manager.....S. Lancaster
Sales.....J. Scott
Secretary-Treasurer.....V. Murphy

*Branch Offices*

337 Dominion Sq. Bldg., Montreal, Quebec

Executive-in-Charge.....W. C. Dippie
Lindsay Bldg., Winnipeg, Manitoba
Executive-in-Charge.....A. J. Messner
505 Dunsmuir St., Vancouver, B. C.
Executive-in-Charge.....J. N. Hunt
*Stations Represented*—CJAV, Port Alberni, B. C.; CKNW, New Westminster, B. C.; CJDC, Dawson Creek, B. C.; CJIB, Vernon, B. C.; CFCN, Calgary, Alta.; CFRN, Edmonton, Alta.; CFQC, Saskatoon, Sask.; CKX, Brandon, Man.; CJOB, Winnipeg, Man.; CKPR, Fort William, Ont.; CHLO, St. Thomas, Ont.; CJOY, Guelph, Ont.; CKTS, Sherbrooke, Que.; CKBW, Bridgewater, N.S.; CJRW, Summerside, P. E. I.

## RADIO SALES

(*A Division of CBS*)
485 Madison Ave., New York 21, N. Y.
*Phone*: PLaza 5-2000
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General Sales Mgr.....Carl J. Burkland
Eastern Sales Mgr.....H. A. Carlborg
Research Mgr.....F. Mahlstedt
Sales Promotion Mgr.....T. B. Ellsworth
Eastern Sales Mgr.-TV...George R. Dunham
Western Sales Mgr.-TV...J. Soulard Johnson
*Branch Offices*
410 N. Michagan Ave., Chicago 11, Ill.
Executive-in-Charge.....Gordon F. Hayes
Columbia Square, Los Angeles, 28, Calif.
Executive-in-Charge.....Henry R. Flynn
Palace Hotel, San Francisco 5, Calif.
Executive-in-Charge.....Jack L. Brumback
Fisher Bldg., Detroit 2, Mich.
Executive-in-Charge.....William B. Ogden
63 S. Main St., Memphis, Tenn.
Executive-in-Charge.....H. H. Holtshouser
*Stations Represented*—KMOX, St. Louis, Mo.; WBBM, Chicago, Ill.; WBT, Charlotte, N. C.; KNX, Los Angeles, Calif.; WAPI-WAFM, Birmingham, Ala.; WCAU-WCAU-TV, Philadelphia, Pa.; WCCO, Minneapolis, Minn.; WEEI, Boston, Mass.; WRVA, Richmond, Va.; WTOP, Washington, D. C.; KSL, Salt Lake City, Utah.; WCBS-WCBS-TV, New York, N. Y.

## WILLIAM G. RAMBEAU COMPANY

360 N. Michigan Ave., Chicago 1, Ill.
*Phone*: ANdover 5566
Manager.....William G. Rambeau
*Branch Offices*
Channin Bldg., New York 17, N. Y.
Manager.....William M. Wilson
672 S. Lafayette Park Pl., Los Angeles 5, Calif.
Manager .....Dama Porter
605 Market St., San Francisco 5, Calif.
Executive-in-Charge.....Gaylord C. Harding
*Stations Represented* — WMEX, Boston, Mass.; WNAB, Bridgeport, Conn.; WJOY, Burlington, Vt.; WJLB, Detroit, Mich.; WHOB, Gardner, Mass.; WHJB, Greensburg, Pa.; WJTN, Jamestown, N. Y.; WLBR, Lebanon, Pa.; WNHC, New Haven, Conn.; WNHC-TV, New Haven, Conn.; WPEN, Philadelphia, Pa.; WJAS, Pittsburgh, Pa.; WQQW, Washington, D. C.; WPTR, Albany, N. Y.; WATR, Waterbury, Conn.; WAGC, Chattanooga, Tenn.; KWBC, Fort Worth, Tex.; WLUF, Galveston, Tex.; WJBW, New Orleans, La.; WVJS, Owensboro, Ky.; KITE, San Antonio, Tex.; WCEZ, Beloit, Wisc.; WCLO, Janesville, Wisc.; KSWM, Joplin, Mo.; WNAM, Neenah, Wisc.; WIL, St. Louis, Mo.; KAKE, Wichita, Kans.; KMYR, Denver, Colo.; KFWB, Los Angeles, Calif.; KRUX, Phoenix, Ariz.; KSAN, San Francisco, Calif.; WHN, New York, N. Y.

## PAUL H. RAYMER COMPANY, INC.

366 Madison Ave., New York 17, N. Y.
*Phone*: MUrray Hill 7-6540
Paul H. Raymer, Fred C. Brokaw, Pierce L. Romaine, Paul Tiemer, Charles A. Hammarstrom, Peter M. Soutter, Lawrence Van Dolen, Jr.
*Branch Offices*
435 N. Michigan Ave., Chicago, 11, Ill.
G. C. Packard, M. R. Tennerstedt, Don T. Harding
507 Statler Office Bldg., Boston 16, Mass
Executive-in-Charge.....Robert C. Foster
28 West Adams Ave., Detroit 26, Mich.
Executive-in-Charge.....Robert B. Rains
804 Candler Bldg., Atlanta 3, Ga.
Executive-in-Charge.....Royal E. Penny
1617 Russ Bldg., San Francisco 4, Calif.
Executive-in-Charge.....Ray Rhodes
1680 Vine St., Los Angeles 14, Calif.
John D. Gale, J. Leslie Fox
*Stations Represented*—WBRC*, Birmingham, Ala.; KTAR, Phoenix, Ariz.; KVOA, Tucson, Ariz.; KERN*, Bakersfield, Calif.; KXO, El Centro, Calif.; KMJ, Fresno, Calif.; KMPC*, Los Angeles, Calif.; KFBK*, Sacramento, Calif.; KFSD, San Diego, Calif.; KTMS, Santa Barbara, Calif.; KCOY, Santa Maria, Calif.; KWG, Stockton, Calif.; KOH, Reno, Nev.; KFGO, Fargo, N. D.; WSBT*, South Bend, Ind.; WKJG*, Fort Wayne, Ind.; KIHO, Sioux Falls, S. D.; KIOA, Des Moines, Ia.; WOOD, Grand Rapids, Mich.; WTAC, Flint, Mich.; KWK*, St. Louis, Mo.; KWFT, Wichita Falls, Tex.; KEPO, El Paso, Tex.; KLEE, Houston, Tex.; WHK*, Cleveland, O.; WLAW*, Lawrence, Mass.; WHKC, Columbus, O.; WHKK, Akron, O.; WTOL, Toledo, O.; WKBN*, Youngstown, O.; WTAC*, Worcester, Mass.; WDRC*, Hartford, Conn.; WGAN*, Portland, Me.; WGUY*, Bangor, Me.; WPRO*, Providence, R. I.; WNDR, Syracuse, N. Y.; WQXR*, New York, N. Y.; WCAO*, Baltimore, Md.; WDNC*, Durham, N. C.; WLOF, Orlando, Fla.; WDOD, Chattanooga, Tenn.; WLAC, Nashville, Tenn.; WAPA, San Juan, P. R.; Arizona Broadcasting System; McClatchy Beeline.

*Also FM.

## SEARS & AYER, INC.

612 N. Michigan Ave., Chicago 11, Ill.
*Phone*: *Superior* 7-8177-8
President.....B. H. Sears
Sec'y.-Treas.....A. T. Sears

*Branch Offices*

295 Madison Ave., New York, N. Y.
Executive-in-Charge.....P. Joseph Bogner
15 W. 10th St., Kansas City, Mo.
Executive-in-Charge.....William Temple
5225 Wilshire Blvd., Los Angeles 36, Calif.
Executive-in-Charge.....Gene Grant
681 Market St., San Francisco, Calif.

*Stations Represented* — WRFS, Alexander City, Ala.; WHMA, Anniston, Ala.; WJLD, Bessemer, Ala.; WOOF, Dothan, Ala.; WJOI, Florence, Ala.; WFUN, Huntsville, Ala.; WJBY, Gasden, Ala.; WHBB, Selma, Ala.; WTBC, Tuscaloosa, Ala.; KWFC, Hot Springs, Ark.; WLCR, Torrington, Conn.; WKEU, Griffin, Ga.; WOKZ, Alton, Ill.; WCNT, Centralia, Ill.; WQDI, Quincy, Ill.; WCVS, Springfield, Ill.; WTOM, Bloomington, Ind.; KSTT, Davenport, La.; KXGI, Ft. Madison, Ia.; WSON, Henderson, Ky.; WHOP, Hopkinsville, Ky.; WCIF, Madisonville, Ky.; WKTM, Mayfield, Ky.; WPAD, Paducah, Ky.; KSLO, Opelousas, La.; WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WGCM, Biloxi-Gulfport, Miss.; WMOX, Meridian, Miss.; WJPR, Greenville, Miss.; WELO, Tupelo, Miss.; WQBC, Vicksburg, Miss.; WROB, West Point, Miss.; KWOS, Jefferson City, Mo.; WMBH, Joplin, Mo.; KTTS, Springfield, Mo.; KSDN, Aberdeen, S. D.; WLPM, Suffolk, Va.; WPUV, Pulaski, Va.; KSPR, Casper, Wyo.; *Mid-South Network*—WROX, Clarksdale, Miss.; WCBI, Columbus, Miss.; WMOX, Meridian, Miss.; WELO, Tupelo, Miss.; WROB, West Point, Miss.

## HORACE N. STOVIN & COMPANY

80 Richmond St. West, Toronto, Ontario
*Phone*: AD. 9184
President.....H. N. Stovin
Sales Manager.....A. A. McDermott

*Branch Offices*

Keefer Bldg., Montreal, Quebec
Executive-in-Charge.....R. J. Judge
Manitoba Telephone System Bldg., Winnipeg, Manitoba
Executive-in-Charge.....Miss F. E. Ward
846 Howe St., Vancouver, B. C.
Executive-in-Charge.....J. W. Stovin

*Stations Represented* — CFPR, Prince Rupert, B. C.; CJNB, N. Battleford, Sask.; CBW, Winnipeg, Man.; CFOR, Orillia, Ont.; CJBQ, Belleville, Ont.; CKVL, Verdun, Que.; CKCW, Moncton, N. B.; CJOR, Vancouver, B. C.; CHAB, Moose Jaw, Sask.; CKLW, Windsor, Ont.; CJBC, Toronto, Ont.; CFJM, Brockville, Ont.; CJBR, Rimouski, Que.; CHSJ, Saint John, N. B.; CKLN, Nelson, B. C.; CFAR, Flin Flon, Man.; CFS, Owen Sound, Ont.; CHOV, Pembroke, Ont.; CKSF, Cornwall, Ont.; CJEM, Edmundston, N. B.; *CJGX, Yorkton, Sask.; *CJRL, Kenora, Ont.

*Except in Winnipeg.

## TAYLOR-BORROFF & COMPANY, INC.

360 N. Michigan Ave., Chicago 1, Ill.
*Phone*: State 2-5260
President.....E. R. Borroff
Vice President.....O. L. Ted Taylor
Secretary-Treasurer.....Era Lewis

*Branch Offices*

404 Palmer Bldg., Atlanta 3, Ga.
Manager .....James S. Ayers
360 N. Michigan Ave., Chicago 1, Ill.
Manager .....Tom Peterson
318 Construction Bldg., Dallas 1, Tex.
Manager.....Alex Keese, Clyde Melville
2978 Wilshire Blvd., Los Angeles 13, Calif.
Manager .....Wilbur Eickelberg
500 Fifth Ave., New York 18, N. Y.
Manager .....John D. Allison
710 Lewis Bldg., 4th & Oak Sts., Portland, Ore.
Manager .....Frank J. McHugh, Jr.
235 Montgomery St., San Francisco, Calif.
Manager ..... Hubbard Keenan

*Stations Represented* — KANS, Wichita, Kans.; KBUR, Burlington, Ia.; KCMC, Texarkana, Tex.; KCSJ, Pueblo, Colo.; KEYS, Corpus Christi, Tex.; KFDX, Wichita Falls, Tex.; KFNF, Shenendoah, Ia.; KFSA, Fort Smith, Ark.; KGGM, Albuquerque, N. Mex.; KGNC, Amarillo, Tex.; KLRA, Little Rock, Ark.; KMLB, Monroe, La.; KOME, Tulsa, Okla.; KPHO, Phoenix, Ariz.; KPLC, Lake Charles, La.; KRGV, Weslaco, Tex.; KRMD, Shreveport, La.; KROD, El Paso, Tex.; KTBC, Austin, Tex.; KTBI, Tacoma, Wash.; KTOK, Oklahoma City, Okla.; KTRE, Lufkin, Tex.; KTRI, Sioux City, Ia.; KTSA, San Antonio, Tex.; KVSF, Santa Fe, N. Mex.; KWKC, Abilene, Tex.; WABB, Mobile, Ala.; WBML, Macon, Ga.; WCOS, Columbia, S. C.; WCOV, Montgomery, Ala.; WDUZ, Green Bay, Wisc.; WHBC, Canton, O.; WIKK, Erie, Pa.; WINN, Louisville, Ky.; WKBH La Crosse, Wisc.; WLIZ, Bridgeport, Conn.; WLOS, Asheville, N. C.; WMAN, Mansfield, O.; WORD, Spartanburg, S. Car.; WPAY, Portsmouth, O.; WTNB, Birmingham, Ala.; WTNT, Augusta, Ga.; WTOB, Winston-Salem, N. C.; WVLK, Versailles, Ky.; Lone Star Chain, Texas-Oklahoma Network, Oklahoma Southwest Network, Texas and New Mexico.

## TRANSIT RADIO, INC.

1109 Union Trust Bldg., Cincinnati 2, Ohio
*Phone*: Dunbar 7775
President.....Hulbert Taft, Jr.
Exec. Vice Pres.....Richard C. Crisler

Assistant.....Louis E. Schaefer

*Branch Offices*

35 East Wacker Drive, Chicago 1, Ill.

Executive-in-Charge.....Frank E. Pellegrin

250 Park Ave., New York 17, N. Y.

Executive-in-Charge.....William H. Ensign

Alden Park Manor, Philadelphia 44, Pa.

Executive-in-Charge.....Arnold C. Nygren

*Stations Represented*—KPRC-FM, Houston, Tex.; KXOK-FM, St. Louis, Mo.; WCTS, Cincinnati, O.; WAAB-FM, Worcester, Mass.; WIZZ, Wilkes-Barre, Pa.; WPLH-FM, Huntington, W. Va.; WWDC-FM, Washington, D. C.

## THE WALKER COMPANY

551 Fifth Ave., New York 17, N. Y.

*Phone*: MUrray Hill 7-8288

Managers .....Wythe Walker, C. Otis Rawalt, Frederic E. Lake.

*Branch Offices*

360 N. Michiang Ave., Chicago 1, Ill.

Managers.....Wythe Walker, J. R. Fishburn

15 W. 10th St., Kansas City 6, Mo.

Manager .....William Temple

672 S. Lafayette Pk. Pl., Los Angeles 5, Calif.

Manager .....Harlan Oakes

681 Market St., San Francisco 4, Calif.

Manager .....Leslie Meek

Little Bldg., Boston, Mass.

Manager .....Bertha Bannon

333 Candler Bldg., Atalanta, Ga.

Manager .....Royal Penny

*Stations Represented*—WOLF, Syracuse, N. Y.; WSLB, Ogdensburg, N. Y.; WELM, Elmira, N. Y.; WENE, Binghamton-Endicott, N. Y.; WSAY, Rochester, N. Y.; WDOS, Oneonta, N. Y.; WBRK, Pittsfield, Mass.; WHYN, Holyoke, Mass.; WNBH, New Bedford, Mass.; WLBC, Muncie, Ind.; WJAG, Norfolk, Neb.; KLPM, Minot, N. D.; WRJN, Racine, Wis.; WATW, Ashland, Wis.; WGRC, Louisville, Ky.; WKLX, Lexington, Ky.; WDEV, Waterbury, Vt.; WSCR, Scranton, Pa.; WGAY, Washington, D. C.; WKXL, Concord, N. H.; WHEB, Portsmouth, N. H.; WOTW, Nashua, N. H.; KOCY, Oklahoma City, Okla.; KAKC, Tulsa, Okla.; KAKE, Wichita, Kan.; KLEE, Houston, Tex.; KSEI, Pocatello, Idaho; KFPW, Ft. Smith, Ark.; WJMS, Ironwood, Mich.; WIKB, Iron Mountain, Mich.; WDMJ, Marquette, Mich.; WDBC, Escanaba, Mich.; WHDF, Calumet, Mich.; WWOD, Lynchburg, Va.; KENT, Shreveport, La.; KLOU, Lake Charles, La.; WTPS, New Orleans, La.; WHBQ, Memphis, Tenn.; WTRF, Bellaire-Wheeling, W. Va.; WAPX, Montgomery, Ala.; WJRD, Tuscaloosa, Ala.; KCNC, Fort Worth, Tex.; KVAI, Amarillo, Tex.; KBWD, Brownwood, Tex.; KSET, El Paso, Tex.; KRIG, Odessa, Tex.; KWRN, Reno, Nevada; WPJB-FM, Providence, R. I.; KXLY, Spokane, Wash.; KING, Seattle, Wash.; KXL, Portland, Ore.; KXLF, Butte, Mont.; Great Northern Broadcasting System; Upper Minnesota Broadcasting System; Pacific Northwest Broadcasters; Z Network; Georiga Economy Group; Oklahoma Group Broadcasters.

## GEORGE W. WEBBER

407 Fifth Ave., Des Moines 9, Ia.

*Phone*: 2-0225

President .....George W. Webber

*Stations Represented*—Iowa: KCRI, Cedar Rapids; KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KSTT, Davenport; KICD, Spencer; KDEC, Decorah; KWIM, Des Moines; KDTH, Dubuque; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KTRI, Sioux City; KAYX, Waterloo.

## WEED AND COMPANY

350 Madison Ave., New York 17, N. Y.

*Phone*: MUrray Hill 7-7772

Partner.....Joseph J. Weed

Partner.....C. C. Weed

Partner.....Ruth P. Weed

Television Dept. Head.....Peter B. James

*Branch Offices*

203 N. Wabash Ave., Chicago, Ill.

Executive-in-Charge.....C. C. Weed

Book Bldg., Detroit, Mich.

Executive-in-Charge.....Bernard Pearse

6253 Hollywood Blvd., Hollywood, Calif.

Executive-in-charge .....Lincoln P. Simonds

68 Post St., San Francisco, Calif.

Palmer Bldg., Atlanta, Ga.

Executive-in-Charge.....B. W. Randa

Statler Bldg., Boston, Mass.

Executive-in-Charge.....Dana Baird

*Stations Represented*—WJJJ, Montgomery, Ala.; KCRA, Sacramento, Cal.; WTIC, Hartford, Conn.; WAMS, Wilmington, Del.; WKAT, Miami Beach, Fla.; WORZ, Orlando, Fla.; WSUN, St. Petersburgh, Fla.; KTFI, Twin Falls, Idaho; WSOY, Decatur, Ill.; WTAX, Springfield, Ill.; WTMV, E. St. Louis, Ill.; WTAD, Quincy, Ill.; WIOU, Kokomo, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.; KGLO, Mason City, Ia.; KCBC, Des Moines, Ia.; KGGF, Coffeyville, Kans.; KALB, Alexandria, La.; WRDO, Augusta, Me.; WLBZ, Bangor, Me.; WCSH, Portland, Me.; WCBM, Baltimore, Md.; WORC, Worcester, Mass.; WKMH, Detroit, Mich.; WREX, Duluth, Minn.; WSLI, Jackson, Miss.; KFBB, Great Falls, Mont.; WMUR, Manchester, N. H.; WAAT, Newark, N. J.; WEBR, Buffalo, N. Y.; WVET, Rochester, N. Y.; WWNY, Watertown, N. Y.; WMSA, Massena, N. Y.; WRAL, Raleigh, N. C.;

WGTM, Wilson, N. C.; WIMA, Lima, O.; WIZE, Springfield, O.; WAKR, Akron, O.; WING, Dayton, O.; WERC, Erie, Pa.; KQV, Pittsburgh, Pa.; WHGB, Harrisburg, Pa.; WARD, Johnstown, Pa.; WVAM, Altoona, Pa.; WJAR, Providence, R. I.; WACO, Waco, Tex.; KNOW, Austin, Tex.; KATL, Houston, Tex.; WCAX, Burlington, Vt.; WSLS, Roanoke, Va.; KIMA, Yakima, Wash.; WTAQ, Green Bay, Wisc.; TV-KTLA, Los Angeles, Calif.; TV-WBKB, Chicago, Ill.; TV-WATV, Newark, N. J.; CFAC, Calgary, Alberta; CFBC, St. John, N. B.; CFCF, Montreal, Que.; CFCY, Charlottetown, P. E. I.; CFGP, Grand Prairie, Alb.; CFJC, Kamloops, B. C.; CFNB, Fredericton, N. B.; CFPA, Port Arthur, Ont.; CFPL, London, Ont.; CFRA, Ottawa, Ont.; CHAB, Moose Jaw, Sask.; CHAT, Medicine Hat, Alb.; CHNS, Halifax, Nova Scotia; CHWK, Chilliwack, B.C.; CJAT, Trail, B. C.; CJCA, Edmonton, Alb.; CJCB, Sydney, N. S.; CJCS, Stratford, Ont.; CJLS, Yarmouth, N. S.; CJOC, Lethbridge, Alb.; CJVI, Victoria, B. C.; CKBI, Prince Albert, Sask.; CKCK, Regina, Sask.; CKCV, Quebec City, Que.; CKNB, Campbellton, N. B.; CKOC, Hamilton, Ont.; CKOV, Kelowna, B. C.; CKPG, Prince George, B. C.; CKRC, Winnipeg, Man.; CKRM, Regina, Sask.; CKSO, Sudbury, Ont.; CKWX, Vancouver, B. C.; Radio Nord, Rouyn, Que.; CKDO, Oshawa, Ont.; Marjorie Mills Hour; New England Regional Network; Texas State Network.

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| Hugh B. Terry..... KLZ, Denver, Colo. | 14 | Colorado, Idaho, Utah, Wyoming, Montana, South Dakota, including the counties of Fall River, Shannon, Bennett, Todd, Mellette, Waushabaugh, Washington, Custer, Pennington, Jackson, Jones, Stanley, Haakon, Meade, Lawrence, Butte, Harding, Perkins, Ziebach, Armstrong, Dewey and Corson. |
| Glenn Shaw .. .. .. .. .. .. .. .. .. .. KLX, Oakland, Calif. | 15 | California, excluding the counties of San Luis Obispo, Kern, San Bernardino, Santa Barbara, Ventura, Los Angeles, Orange, Riverside, San Diego and Imperial; Nevada and Hawaii. |
| Calvin J. Smith..... ..... KFAC, Los Angeles | 16 | Arizona; California, including the counties excepted in District 15; New Mexico. |
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# 1948-1949
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# NAB STANDARDS OF PRACTICE

*Effective January 1, 1949*

*STANDARDS for broacasting can never be final or complete. Broadcasting is a creative art, still in the process of development, and as such it must always seek new ways to achieve greater advances. Therefore, any standards promulgated must be subject to change.*

## PROGRAM STANDARDS

### News

News reporting should be factual, fair and without bias. Commentary and analysis should be clearly identified as such.

Good taste should prevail in the selection and handling of news. Morbid, sensational or alarming details not essential to the factual report, especially in connection with stories of crime or sex, should be avoided. News should be broadcast in such a manner as to avoid panic and unnecessary alarm.

Broadcasters should exercise due care in their supervision of content, format, and presentation of news broadcasts originated by them; and in their selection of newscasters, commentators and analysts.

Broadcasters should exercise particular discrimination in the acceptance and placement of advertising in news programs. Such advertising should be appropriate to the program, both as to content and presentation, and should be distinctly set apart from the news content.

In programs of news, news commentary and news analysis which are less than ten minutes in length, no more than two commercial announcements should be used and they should be given at or near the beginning and end of the program.

Agricultural and market newscasts should be governed by the same general standards applicable to news broadcasts.

### Political Broadcast*

Political broadcasts, or the dramatization of political issues designed to influence an election, should, if accepted, be properly identified as such.

### Public Affairs and Issues

A broadcaster, in allotting time for the presentation of public questions, including those of a controversial nature, should use his best efforts

* Because of the present confusion concerning the laws with respect to political broadcasts, broadcasters are advised to consult their lawyers in all cases where they have the least doubt as to the proper method of handling.

to insure fair presentation. Such time should be allotted with due regard to all other elements of balanced program schedules, and to the degree of interest on the part of the public in the questions to be presented.

Discussions of controversial public issues should be presented on programs specifically intended for that purpose, and they should be clearly identified as such.

The presentation of controversial public issues should be made by properly identified persons or groups.

Freedom of expression of opinion in broadcasts of controversial public issues should be carefully maintained, but the right should be reserved to refuse them for non-compliance with laws such as those prohibiting defamation and sedition.

### Religious Programs

Broadcasting, which reaches men of all creeds simultaneously, should avoid attacks upon religion.

Religious programs should be presented respectfully and accurately, and without prejudice or ridicule.

Religious programs should be presented by responsible individuals, groups and organizations.

Religious programs should place emphasis on broad religious truths, excluding the presentation of controversial or partisan views not directly or necessarily related to religion or morality.

### Children's Programs

Children's programs should be based upon sound social concepts and should reflect respect for parents, law and order, clean living, high morals, fair play and honorable behavior.

They should convey the commonly accepted moral, social and ethical ideals characteristic of American life.

They should contribute to the healthy development of personality and character.

There should be no appeals urging children to purchase the product in order to keep the program on the air, or which for any purpose encourage children to enter strange places or to converse with strangers.

### Educational

Every radio program performs an educational function. Broadcasters should recognize the great responsibilities thus imposed, in planning their programs, to insure the most beneficial service to all listeners.

Broadcasters should cooperate with educators and with educational groups in developing improved techniques of broadcasting, as well as those processes of education best calculated to produce expert and skillful personnel.

### Crime and Mystery Programs

In determining the acceptability of any program containing any element of crime, horror or mystery, due consideration should be given to the possible effect on all members of the family.

If the techniques and methods of crime are presented it should be done in such a way as not to encourage imitation; criminals should be punished, specifically or by implication; and programs which tend to make the commission of crime attractive should not be permitted.

Such programs should avoid the following subject matter:

Detailed presentation of brutal killings, torture or physical agony, horror, the use of supernatural or climactic incidents likely to terrify or excite unduly.

Episodes involving the kidnaping of children.

Sound effects calculated to mislead, shock or unduly alarm the listener.

Disrespectful portrayal of law enforcement; and characterization of officers of the law as stupid or ridiculous.

Suicide as a satisfactory solution to any problem.

### General

Sound effects and expressions characteristically associated with news broadcasts (such as "bulletin," "flash," etc.) should be reserved for announcement of news, and the use of any deceptive techniques in connection with fictional events and non-news programs should be unacceptable.

When plot development requires the use of material which depends upon physical or mental handicaps, it should be used in such a way as to spare the sensibilities of sufferers from similar defects.

The regular and recurrent broadcasting, in advance of sports events, of information relating to prevailing odds, the effect of which could be expected to encourage gambling, should not be permitted.

Simulation of court atmosphere or use of the term "Court" in a program title should be done only in such a manner as to eliminate the possibility of creating the false impression that the proceedings broadcast are vested with judicial or official authority.

In cases of programs broadcast over multiple station facilities, the originating station should assume responsibility for conforming such programs to these Standards of Practice.

## ADVERTISING STANDARDS

Advertising is the life blood of the free, competitive American system of broadcasting. It makes possible the presentation, to all the American people, of the finest programs of entertainment, information and culture.

Diligence should be exercised to the end that advertising copy accepted for broadcasting complies with pertinent federal, state and local laws. Acceptance of advertising should be predicated upon such considerations as the integrity of the advertiser, the quality of the product, the value of service, and the validity of claims made.

In accepting advertising the broadcaster should exercise great care that he is not conveying to his audience information which is misleading, dangerous to health or character, distasteful or contrary to the proprieties and customs characteristic of his audience, or in violation of business and professional ethics.

Advertising copy should contain no claims intended to disparage competitors, competing products, or other industries, professions or institutions.

Advertising copy should contain no claims that a product will effect a cure.

Good taste should always govern the content, placement and presentation of announcements. Disturbing or annoying sound effects and devices, blatant announcing and over-repetition should be avoided.

### Time Standards for Advertising Copy

As a guide to the determination of good broadcast advertising practice, the time standards for advertising copy are established as follows:

The maximum time to be used for advertising, allowable to any single sponsor, regardless of type of program, should be:

**Between 6:00 p.m. and 11:00 p.m.**

| | |
|---|---|
| *5 minute programs* | *1:00* |
| *10 minute programs* | *2:00* |
| *15 minute programs* | *2:30* |
| *25 minute programs* | *2:50* |
| *30 minute programs* | *3:00* |
| *45 minute programs* | *4:30* |
| *60 minute programs* | *6:00* |

**All Other Hours**

| | |
|---|---|
| *5 minute programs* | *1:15* |
| *10 minute programs* | *2:10* |
| *15 minute programs* | *3:00* |
| *25 minute programs* | *4:00* |
| *30 minute programs* | *4:15* |
| *45 minute programs* | *5:45* |
| *60 minute programs* | *7:00* |

The time standards allowable to a single advertiser do not affect the established practice of allowance for station breaks between programs.

All multiple sponsorship or announcement programs, except as hereinafter provided, are subject to the limitation of a maximum of three minutes of advertising per fifteen minute segment, excluding station breaks. Such programs of half hour, three-quarter hour and hour duration are subject to appropriate multiples of that limitation.

Recognizing that such programs as shopping guides, market information, rural news, and the like render a definite service to the listening public; time standards for such programs may be waived for a total of one hour a broadcast day, but care should be exercised to preserve proper program balance in their distribution.

While any number of products may be advertised by a single sponsor within the specified time standards, advertising copy for these products should be presented within the framework of the program structure. Accordingly the use on such programs of simulated spot announcements which are divorced from the program by preceding the introduction of the program itself, or by following its *apparent* sign-off should be avoided. To this end the program itself should be announced and clearly identified *before* the use of what have been known as "cow-catcher" announcements and the program should be signed off *after* the use of what have been known as "hitch-hike" announcements.

Any casual reference in a program to another's product or service under any trade name, or language sufficiently descriptive to identify it, should, except for normal guest identifications, be avoided. If used, it should be considered as advertising copy and, as such, a part of and included in the total time allowances as herein provided.

The placement of more than one commercial announcement between two commercial programs should not be permitted except in those instances when one of the two announcements is a sponsored time signal, weather report, station promotion or location announcement of not to exceed a total of ten seconds in length.

### Contests

Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward, rather than for the quality of its entertainment should be avoided.

Contests should offer the opportunity to all contestants to win on the basis of ability and skill, rather than chance.

All contest details, including rules, eligibility requirements, opening and termination dates should be clearly and completely announced or easily accessible to the listening public; and the winners' names should be released as soon as possible after the close of the contest.

When advertising is accepted which requests contestants to submit items of product identification or other evidence of purchase of product, reasonable facsimiles thereof should be made acceptable.

All copy pertaining to any contest (except that which is required by law) associated with the exploitation or sale of the sponsor's product or service, and all references to prizes or gifts offered in such connection should be considered a part of and included in the total time allowances as herein provided.

### Premiums and Offers

Full details of proposed offers should be submitted to the broadcaster for investigation and approval before the first announcement of the offer is made to the public.

A final date for the termination of an offer should be announced as far in advance as possible.

If a consideration is required, the advertiser should agree to honor complaints indicating dissatisfaction with the premium by returning the consideration.

There should be no misleading descriptions or comparisons of any premiums or gifts which will distort or enlarge their value in the minds of the listeners.

# PUBLICATIONS

***Covering The Field Of Radio—Television—FM***

**TRADE — FAN — TECHNICAL — GENERAL**

### *The Advertiser*

MONTHLY. 11 W. 42nd St., New York 18, N. Y. Phone, LO. 5-2125. Manuel Rosenberg, Publisher and Editor; Col. Don R. Jason, Managing Editor; Lydie Bloch, Tom Patterson, Arthur Coles, Associate Editors; Manuel Rosenberg, Art Editor; L. B. Rosenberg, Business Manager.

### *Advertising Age*

WEEKLY. 100 E. Ohio St., Chicago, 11, Ill. Phone, Del. 7-1336. S. R. Bernstein, Editor; Lawrence M. Hughes (N. Y.), Exec. Editor; Robert Murray & John B. Miller (Chicago), Managing Editors; G. D. Crain, Jr., Publisher; J. C. Gafford, Adv. Dir. BRANCH OFFICES: 330 W. 42nd St, New York 18, N. Y. Phone, LO. 4-2737; 995 Nat. Press Bldg., Washington 4, D. C. Phone, RE 7650, Stanley E. Cohen.

### *Advertising & Selling*

MONTHLY. 9 E. 38th St., New York 16, N. Y. Phone, MUrray Hill 5-9770. J. H. Moore, President; F. C. Kendall, Publisher; Roger Barton, Editor; E. Lucian Neff, Advertising Director. BRANCH OFFICES: 1327 Peoples Gas Building, Chicago 3, Ill., Phone, HArrison 7272, J. L. Clark, Western Manager; 714 West Olympic Blvd., Los Angeles 15, Calif., Phone, RIchmond 9327, Ned Brydone-Jack, Pacific Coast Representative; also 1085 Monadnock Building, San Francisco 5; Phone DOuglas 4475; 131 Fleet Street, E. C. 4, London, England; Central 1060, 3754, and 3133. Will Kitchen, Jr. (Magazines) Ltd. Mgrs. for Great Britain and Eire.

### *The Billboard*

WEEKLY. 1564 Broadway, N. Y. C. (For Radio). Phone PL. 7-2800. W. D. Littleford, R. S. Littleford, Jr., Co-Publishers; Joseph Csida, Editor in Chief; Jerry Franken, Radio-TV Editor. BRANCH OFFICES: 155 N. Clark St., Chicago, Ill. Phone, Central 8761, M. Reuter, Manager; 3000 Sunset Blvd., Hollywood, Calif., Phone, Hollywood 5831, Sam Abbott, Manager; 2160 Patterson St., Cincinnati, O. Phone, Dunbar 6450, E. W. Evans, President; 390 Arcade Bldg., 8th and Olive Sts., St. Louis, Mo., Frank Joerling.

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WEEKLY. National Press Bldg., Washington 4, D. C. Phone, Metropolitan 1022. Sol Taishoff, Editor & Publisher; Art King, Managing Editor; Maury Long, Business Manager; Bernard Platt, Director Special Publications; Winfield R. Levi, Mgr. Circulation & Readers' Service. BRANCH OFFICES: 250 Park Ave., New York 17, N. Y. Phone, PL 5-8355, Edwin H. James, New York Editor, Bruce Robertson, Senior Assoc. Editor; S. J. Paul, Adv. Dir. 360 N. Michigan Ave., Chicago 1, Ill. Phone, CEntral 4115, Bill Thompson, Manager; Taft Bldg., Hollywood & Vine, Hollywood 28, Calif., Phone, HEmpstead 8181, David Glickman, West Coast Manager; William C. Tuchman, Hollywood News Editor; 417 Harbour Commission Bldg., Toronto, Canada. Phone, ELgin 0775, James Montagnes.

### *Communications*

MONTHLY. 52 Vanderbilt Ave., New York 17, N. Y. MUrray Hill 4-0170, Bryan S. Davis, Pres. & Business Mgr.; Paul S. Weil, Vice-Pres. & Adv. Dir.; Lewis Winner, Editor; F. Walen, Secretary & Ass't Editor; A. Goebel, Circulation Mgr. REPRESENTATIVES: Brand and Brand, Los Angeles 14, Calif. Phone, Michigan 1732, Edward I. Brand. Brand and Brand, San Francisco 4, Calif. Phone, SUtter 1-2251, E. I. Brand. James C. Munn, Cleveland 6, Ohio. Phone, ERieview 1726.

### *Daily Variety*

DAILY. 6311 Yucca St., Hollywood 28, Calif. Phone, Hollywood 1141. Arthur Ungar, Editor and Publisher; Roscoe Cornell, Managing Editor; Al Scharper, City Editor; Jack Hellman, Radio Editor; William Brogdon, Labor Editor; Mike Kaplan, Amusement Editor. BRANCH OFFICES: See listing under Variety Weekly.

### *Down Beat*

BI-WEEKLY. 203 North Wabash Ave., Chicago 1, Illinois. Phone, Andover 3-1612. Glenn Burrs, Publisher; Ned E. Williams, Editor, Managing Editor; E. W. Paro, Advertising Manager. BRANCH

*in radio and in business papers*

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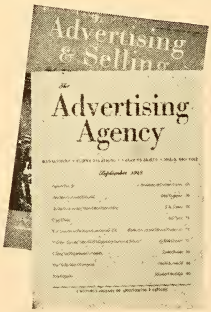


it is the *only* magazine devoted exclusively to the professional operation and management of the advertising agency.

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WEEKLY. 1700 Times Tower, New York 18, N. Y. Phone BRyant 9-3052. Charles T. Stuart, Publisher; James Wright Brown, President; Robert U. Brown, Editor; Jerome H. Walker, Managing Editor; Leach Laney, Advertising Manager; Betty Lou Hicks, Classified Manager; Robert P. Joy, Director of Circulation. BRANCH OFFICES: 360 No. Michigan Ave., Chicago 1, Ill., George A. Brandenburg, Editor; Mills Bldg., San Francisco 4, Calif., Duncan A. Scott, Adv. Representative; 2978 Wilshire Blvd., Los Angeles 5, Calif., Duncan A. Scott & Co., Adv. Representatives.

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MONTHLY. 330 West 42nd St., New York 18, N. Y. Phone, LO 4-3000. Donald G. Fink, Editor; Keith Henney, Consulting Editor; W. W. MacDonald, Managing Editor. BRANCH OFFICES: 1427 Statler Bldg., Boston 16, Mass. Wm. S. Hodgkinson; Architects Bldg., 17th & Sansom Sts., Philadelphia 3, Penna., Warren W. Shew; 1311 Rhodes-Haverty Bldg., Atlanta 3, Ga., Ralph C. Maultsby; 1510 Hanna Bldg., Cleveland 15, O., James L. Phillips; 520 N. Michigan Ave., Chicago, Ill., Charles D. Wardner; 621 So. Hope St., Los Angeles 14, Calif., Karl W. Dysinger; 68 Post St., San Francisco 4, Calif., J. W. Ottirson.

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SEMI-MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, CIrcle 7-3206. Alfredo Salmaggi, Editor and Publisher; Felix Deyo, Associate Editor; Felix W. Salmaggi, Managing Editor; Edward Salmaggi, Art Editor. BRANCH OFFICES: 1515 No. El Molino Ave., Pasadena 6, Calif., Jean Cort Sickler, Correspondent.

### *Markets of America*

ANNUAL. 11 West 42nd St., New York 18, N. Y. Phone, LO 5-2125. Manuel Rosenberg, Publisher & Editor; Col. Don R. Jason, Managing Editor; Lydie Bloch, Camera Editor; A. Maxwell Hage, Associate Editor; Arthur E. Jones, London Correspondent; Marion Wheeler, Washington Correspondent; Aaron M. Rothenberg, Los Angeles Correspondent; Arthur Coles, Associate Editor; Tom Patterson, Associate Editor; L. B. Rosenberg, Business Manager; Albert Ashcroft, Advertising Director. BRANCH OFFICES: 2412 W. 7th St., Los Angeles 5, Calif. A. M. Rothenberg, Gen. Mgr.; 3557 Bogart Avenue, Cincinnati, Ohio, Simon Rosenberg.

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MONTHLY. 100 West 57th St., New York 19, N. Y. Phone, CIrcle 7-3206. Spencer B. Driggs, Editor - Publisher; Lucille Barber, Business Manager; Clarance E. Le Massena, Feature Writer; William E. Bradell, Concert-Opera Coverage; Charles E. Bayha, Radio Editor. BRANCH OFFICES: in all principal cities throughout the U. S.

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SIXTEEN TIMES YEARLY. 113 West 57th St., New York 19, N. Y. Phone, CIrcle 7-0520. John F. Majeski, Publisher; John F. Majeski, Jr., V.P.; Cecil Smith, Editor; Quaintance Eaton, Associate Editor; Maurice B. Swaab, Advertising Manager; Edward I. Davis, Production Manager. BRANCH OFFICES: 306 S. Wabash Avenue, Chicago 4, Ill. Phone, Harrison 7-4544, Paula Zwane, Manager; 415 Philharmonic Auditorium, Los Angeles, Cal., Dorothy Huttenback, Business Manager.

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### *Proceedings of the I.R.E.*

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### *Radio & Appliance Journal*

MONTHLY. 1270 - 6th Ave., New York 20, N. Y. Phone, CIrcle 7-5842. Alex H. Kolbe, Publisher & Business Dir; Nat Boolhack, Editor. BRANCH OFFICE: A. M. Rothenberg Assoc., 2412 W. Seventh St., Los Angeles 5, Calif. Phone, FAirfax 6255. A. M. Rothenberg.

### *Radio-Electronics*

MONTHLY. 25 W. Broadway, New York 7, N. Y. Phone, REctor 2-9690-1-2. Hugo Gernsback, Editor-in-Chief; Fred Shunaman, Managing Editor; M. Harvey Gernsback, Consulting Editor; Robert F. Scott, Technical Editor; Angie Pascate, Production Mgr.; I. Queen, Editorial Associate; Elmer Fuller, Shortwave Editor; G. Aliquo, Circulation Manager; John J. Lamson, Advertising Director; Alfred Stern, Promotion Manager; R. H. Dorf, Associate Editor; William Lyon McLoughlin, Tech. Illus. Dir. BRANCH OFFICES: 308 W. Washington St., Chicago 6, Ill. Phone, Randolph 6-7363. Sidney Gernsback, Mgr.; 2970 West Grand Blvd., Detroit 2, Mich. Phone, TRinity 5-7026, Frank Holstein, Mgr.; 582 Market St., San Francisco 4, Calif. Phone, Garfield 1-2481, Ralph W. Harker, Mgr.

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### Radio & Television Life

WEEKLY. 6361 Selma Avenue, Hollywood 28, Calif. Phone, HIllside 9275. Carl M. Bigsby, Publisher; Evelyn A. Bigsby, Editor; B. W. Lewis, General Manager; David J. Manning, Advertising Manager; Joan Buchanan, Asst. Editor; Jane Pelgram, Television Editor. ADVERTISING REPRESENTATIVES: 6381 Hollywood Blvd., Los Angeles, Calif. Phone, Hempstead 8171, John A. Nelson; Robert W. Walker Co., 68 Post St., San Francisco 4, Calif. Phone, SUtter 1-5568, Rogers Parratt, Mgr.; E. J. Powers Co., 75 E. Wacker Dr., Chicago 1, Ill. Phone, Central 5142, E. J. Powers, Mgr.

### Radio Mirror Magazine

MONTHLY. 205 East 42nd St., New York 17, N. Y. Phone, LExington 2-9050. Fred R. Sammis, Editorial Director; Doris McFerran, Editor; Evelyn Fiore, Managing Editor; Joan Pollock, Associate Editor. BRANCH OFFICES: 221 N. La Salle St., Chicago, Ill., L. R. Gage; 321 S. Beverly Drive, Beverly Hills, Calif., Lee Andrews.

### Radio News

MONTHLY. 185 No. Wabash Ave., Chicago 1, Ill. Phone, Andover 3-5200. Published by Ziff-Davis Publishing Co. Ch. of Bd. & Publisher, William B. Ziff; President, B. G. Davis; Editor, Oliver Read. BRANCH OFFICES: Empire State Bldg., New York 1, N. Y., Phone, WIsconsin 7-0400, V.P., Dir. Eastern Div., M. H. Froelich; 9th & Hill St. Bldg., Los Angeles 14, Calif., Phone, TUcker 9213, Wm. L. Pinney, Western Advt. Manager.

### Radio Showmanship

MONTHLY. N.E. corner, 16th & Conlyn Sts., Phila. 41, Pa. Phone, HA 4-9345-54, 9056. Leonard Martin Fox, Publisher; Sol Shulman, Editor.

### Radio & Television Retailing

MONTHLY. 480 Lexington Ave., New York 17, N. Y. Phone, PLaza 3-1340. O. H. Caldwell, Editorial Director, M. Clements, Publisher; J. L. Stoutenburgh, Executive Editor. BRANCH OFFICE: 201 N. Wells St., Chicago 6, Ill. Phone, Randolph 9225, R. Y. Fitzpatrick, Western Manager.

### Radio and Television Weekly

WEEKLY. 99 Hudson St., New York 13, N. Y. Phone, WAlker 5-2576. Edward H. Davis, Publisher; Cy Kneller, Editor; Sidney E. Davis, Gen. Manager. News representatives located in principal cities throughout the country.

### Sales Management

SEMI-MONTHLY, with two special issues, Survey of Buying Power, May 10 and Special Market Data Number, November 10. 386 Fourth Ave., New York 16, N. Y. Phone, LExington 2-1760. Raymond Bill, Publisher; Philip Salisbury, Editor; A. R. Hahn, Managing Editor; R. E. Smallwood, Advertising Service Manager. BRANCH OFFICES: 333 N. Michigan Ave., Chicago 1, Ill., C. E. Lovejoy, Jr, Mgr.; 15 East de la Guerra, Santa Barbara, Cal., Warwick S. Carpenter, Mgr.

### Service Magazine

*(Radio-TV-Electronics)*

MONTHLY. 52 Vanderbilt Avenue, New York 17, N. Y. Phone, MUrray Hill 4-0170. Bryan S. Davis, Pres. and Business Manager; Paul S. Weil, Vice-Pres. and Advertising Director; Lewis Winner, Editorial Director; F. Walen, Secretary and Managing Editor; A. G. Goebel, Circulation Manager. REPRESENTATIVES: Brand & Brand, Los Angeles 14, Cal. Phone, Michigan 1732, Edward I. Brand; Brand & Brand, San Francisco 4, Cal. Phone, SUtter 1-2251, E. I. Brand; James C. Munn, Cleveland 6, Ohio. Phone, Erieview 1726.

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*musical*

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*Review of the World's Music*

RADIO AND TELEVISION

RECORDS

Orchestra

THE DANCE

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CONCERTS

119 WEST 57th STREET

NEW YORK 19, N. Y.

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### *Standard Rate and Data Service*

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MONTHLY. 480 Lexington Ave., New York 17, N. Y. Phone, PLaza 3-1340. O. H. Caldwell, Editorial Director; M. Clements, Publisher; M. H. Newton, Business Mgr. BRANCH OFFICES: 201 N. Wells St., Chicago 6, Ill. Phone, Randolph 9225, R. Y. Fitzpatrick, Western Manager.

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### *Television Digest & FM Reports*

WEEKLY. 1519 Connecticut Ave., Washington 6, D. C. Phone, Michigan 2020. Martin Codel, Publisher; Earl Abrams, Associate Editor; Albert Weinstein, Associate Editor; Robert Cadel, Director of Service; E. April, Circulation Manager.

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DAILY. 1501 Broadway, New York 18, N. Y. Phone, WIsconsin 7-6336. John W. Alicoate, President & Publisher; Donald M. Mersereau, Treasurer and General Mgr.; Frank Burke, Editor; Marvin Kirsch, Vice-Pres. and Manager; Val Adams, Associate Editor; Chester B. Bahn, Vice-President; Charles A. Alicoate, Secretary; West Coast Offices, 6425 Hollywood Blvd., Phone, Gladstone 8436, Al Steen, Manager; Washington Bureau, Andrew H. Older, Chief, 6417 Dahlonega Road, Phone, Wisconsin 3271; Chicago Bureau, Nat Green, 1417 Ashland Bldg., 155 N. Clark St., Phone State 2332. Published daily as a feature of Radio Daily, and periodically as a special edition.

### *Television Magazine*

MONTHLY. 600 Madison Ave., New York 28, N. Y. Phone, PLaza 3-3671. Frederick A. Kugel, Editor & Publisher; Jim Owens, Managing Editor; Dr. Thomas Coffin, Director of Research; Norman Markwell, Business Manager; Alma L. Carlson, Circulation Manager.

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WEEKLY. 154 W. 46th St., New York 19, N. Y. Phone, LUxemburg 2-2700. Sid Silverman, Publisher; Abel Green, Editor. BRANCH OFFICES: 360 N. Michigan Ave., Chicago 1, Ill., Jerry Baxter, Mgr.; 6311 Yucca St., Hollywood 28, Calif., Arthur Ungar, Editor.

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Again, in 1948, more Americans bought—more Americans told time by—BULOVA than any other fine watch in the world.

Again, our principal advertising media were spot radio and spot television. And we know that our great success was due, to a large extent, to the magnificent cooperation of the radio and television stations and their representatives throughout the country.

So, once again, to all of you—our heartfelt thanks. We look forward to many more years of pleasant and profitable association.

**BULOVA WATCH COMPANY, INC.**

FIFTH AVENUE NEW YORK

# NETWORKS

卍

# NATIONAL

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# REGIONAL

# OPERATION:

# KNOWLEDGE

No crystal ball can answer the manufacturer's question, "Is my product what the people want?" No isolated, one-shot trial in an isolated city can really prove the strength of a selling appeal. But there is a way to learn the answers to these and many other questions:

***It's a test in WLW-land . . .***
***an "Operation: Knowledge"***

In WLW's merchandise-able area, you'll find a mirror of America. Here is not just one city; but many cities of many sizes. Here live not just farming folks and not just workers in the mines or mills; but people from every walk of life—with every type of income.

Here are nearly fourteen million persons, in parts of seven states—states of the north, the south, the east and middle west. Here is a true cross section of our mighty land.

And in this vast area is a radio station unique—a station which covers the area as a network covers the nation. WLW reaches millions of people every day; but it reaches more of them in some cities than others—just as a network does. It gives vast coverage but not complete coverage—no medium or combination of media can do that for the country.

The advertiser who uses WLW alone is in the same position in WLW-land as the advertiser who embarks on a nation-wide program is in the country as a whole. What works on WLW is pretty sure to be sound throughout the land.

**WLW**

THE NATION'S MOST MERCHANDISE-ABLE STATION

*Crosley Broadcasting Corporation*

# American Broadcasting Company

MARK WOODS
*President*

IN large measure, so far as the American Broadcasting Company is concerned, 1948 can be summed up in one word —television.

For within the space of six months during the year ABC inaugurated regular TV service over three owned and operated stations, in New York, Chicago and Detroit; began regular program service to an Eastern and a Midwestern television network; acquired exceptional sites in New York and Hollywood as foci for its television activities on both seaboards; rounded out the basic pattern of its TV programming; set up, within the framework of its AM operations, a comprehensive, hard-hitting television personnel organization; and entered into affiliation agreements with a score of independently operated television outlets in as many of the nation's major markets.

About the time that this sees print, we will also have in operation ABC owned and operated TV stations in Los Angeles and San Francisco, putting our network in an unexcelled position to serve the current TV audience.

•

We are proud of the strides forward ABC has taken in the television field in such a comparatively short time. We are particularly proud that such progress has been achieved with no diminution of our steadily advancing efforts in the field of AM broadcasting.

During the year we extended and improved our theory of "planned programming"—the presentation in prime listening time of broadcasts calculated to obtain and hold large, continuing audiences thus giving the advertiser the benefit of a cumulative audience interest and response.

Prime example of this theory of programming is our Sunday night schedule, leading off with Drew Pearson, continuing with *Monday Morning Headlines; The Greatest Story Ever Told; Go for the House; Carnegie Hall; Stop the Music;* Walter Winchell, Louella Parsons, *Theater Guild on the Air* and Jimmie Fidler. The success of *Stop the Music* in one of the toughest time segments in radio, has already become industry history.

Tuesday night is another exemplification of this theory with such programs as Elmer Davis' news commentaries, Edwin C. Hill's *Human Side of the News, Youth Asks the Government, America's Town Meeting,* Erwin Canham, the Detroit Symphony Orchestra and the public service programs offered on behalf of both labor and management in equal and "frozen" time segments. Wednesday night on ABC has become established as "must" listening with such attractions as the *Original Amateur Hour,* the Milton Berle show, the Groucho Marx program, the one and only Bing Crosby in his Philco program and the Meredith Willson show.

•

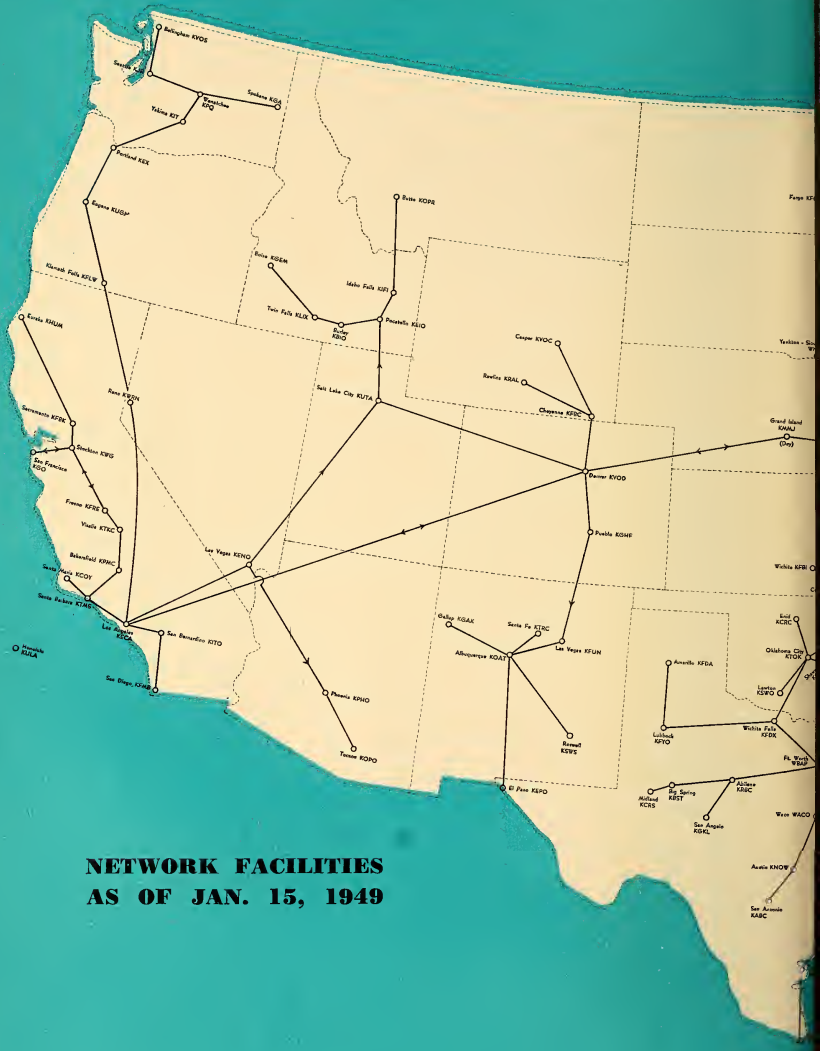
We have strengthened substantially our Monday and Thursday evening program schedules and our strong daytime lineup has been augmented by such features as Eleanor and Anna Roosevelt, Maggi McNellis and Herb Sheldon, Galen Drake and Kay Kyser's *College of Fun and Knowledge.*

During the Year ABC also achieved substantial improvement in facilities available to its advertisers, concentrated in the nation's top two hundred markets. At the year's close our affiliates totalled 270, carefully selected to give the advertiser the greatest listener coverage rather than mere coverage of territory. Our owned and operated stations and many of our affiliated stations also made their debut into the FM field during the year with a program structure based on our AM program lineup.

•

The year saw a substantial number of new advertisers using ABC facilities, among them General Motors, the Association of American Railroads, P. Lorillard Co., Kelvinator, Sealtest, Pillsbury Mills and the Chesebrough Manufacturing Company. I feel confident that the progress we have achieved during 1948 will be enhanced in the coming year, despite the continuing tense international situation and its effect on our domestic economy. And while operating costs are steadily rising, particularly with the entrance of ABC into the television field on such a broad front, we feel that our network has no reason to look forward to a new year with anything but an optimistic view toward greater progress.

# AMERICAN BROAD




**NETWORK FACILITIES**
**AS OF JAN. 15, 1949**

# CASTING COMPANY

# AMERICAN BROADCASTING COMPANY

NETWORK FACILITIES
AS OF JAN. 12, 1946

# AMERICAN
# Broadcasting Company, Inc.

*R.C.A. Bldg., 30 Rockefeller Plaza, New York 20, N. Y.*
*(Telephone Number CIrcle 7-5700)*

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Paul Sheffels.....Assistant to Vice President

### Operations, Personnel, Recording, Sales Service

Frederick Lynch, Jr.....Personnel Director
Thomas F. Robinson.....Sales Service Manager
Lawrence Ruddell.....Recording Director
D. B. Van Houten..Office & Studio Services Dir.

### Owned & Operated Stations, Co-operative Programs Local & Spot Sales, Station WJZ

Murray B. Grabhorn.....Vice President
Harold B. Day....Co-operative Program Sales & Promotion Manager
Ralph Dennis.....National Spot Sales Manager
Clarence L. Doty.....Local Sales Manager
Earl Salmon.....Eastern Spot Sales Manager
Ludwig Simmel..Co-operative Program Bus. Mgr.

### Program—AM & Television

J. Donald Wilson.....Vice President
Paul Whiteman.....V. P. in Charge of Music
James Bixler.....Supervisor of Announcing & Night Program
Henry Cox.....Eastern AM Production Manager
Burke Crotty..Dir. of Television Special Features
Helen Guy....Mgr. of the Program Department
Morgan Ryan.....Eastern AM Program Director
Helen Hedeman.....Supervisor of Casting
Charles F. Holden...Television Production Mgr.
Richard Moore.....Admin. Asst. & Att. (TV)
Florence Morris....Manager of Central Booking
Paul Mowrey.....National Dir. of Television
Sally O'Neill.....Program Co-ordinator (TV)
Richard Rawls.....Mgr. of Television Operations
Alexander Stronach.....Eastern TV Prog. Mgr.
John C. Turner...Mgr. of Script & Prog. Prom.
Frank Vagnoni.....Manager of Music Division

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Arthur B. Donegan...Assistant Publicity Manager
Grace Johnson..Continuity Acceptance Manager
Earl Mullin.....Publicity Manager
John Pacey.....Trade News Editor

## Sales

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G. T. C. Fry...Director of Network Radio Sales
Charles Ayres.....Eastern Radio Sales Manager
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Maurice Gaffney.....Director of Presentations
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Washington, D. C.

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Robert Brethauer.....Sales Service Manager
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Monte Fassnacht....Television Production Mgr.
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E. C. Horstman.....Engineering Manager
Donald Kilian....Director of Television Programs
Anthony Koelker....Stations Relations Manager
Roy McLaughlin.....Mgr. of Station WENR, National Spot and Local Sales Manager
John J. Manley..Mgr. of Office & Studio Services
Cornelius O'Dea.....News Supervisor
Burr E. Lee.....Production Manager
James L. Stirton.....General Manager
Harold Stokes.....Program Manager
Karl R. Sutphin.....Sales Promotion Supervisor
Gerald R. Vernon..Coordinator of Television Sales
Robert White.....Public Service Supervisor
William W. Wilson....Dir. of TV Special Events

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Clifford Anderson....Program Business Manager
Philip G. Caldwell.....Western Div. Mgr. of Technical Operations
Francis Conrad..Western Div. Sta. Relations Mgr.
R. G. Denechaud....Engineering Operations Sup.
John I. Edwards.....Production Manager
Ernest Felix.....Personnel Director, Controller and Office Manager
Richard Goggin....Television Program Manager
Robert Z. Hall.....Publicity Manager
Frances LaTourette..Western Div. News Editor
Adolph Lefler...Recording & Sales Service Mgr.
Walter W. Lonner.....Traffic Supervisor
John J. O'Mara.....Sales Promotion Manager
Norman Ostby.....Asst. to V. P. in Charge
Clyde Scott.....General Manager KECA

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A. E. Evans.....Engineering Manager
Edith Kirby.....Traffic Manager
Maurice Baker....Promotion and Publicity Mgr.
Victor Reed.....News Editor
Kenneth Stedman .....Auditor
Kirkham Torney.....Local Sales Manager
Bloyce Wright.....Program Manager

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**LOUISVILLE STATION B**
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CBS
**WHAS**
*Louisville, Kentucky*

# Columbia Broadcasting System

FRANK STANTON
*President*

PERHAPS the outstanding characteristic of the year ahead will be the way it will *look ahead.* Only a few months after this is published we will be setting out on the second half of the 20th Century. 1949 will therefore be peculiarly a year of prophecy and prediction, as the new vistas of a new half-century open up.

Quite aside from the influence of the calendar, however, both the continuing upsurge of television, and the expansion of radio programming, will fix our attention on developments ahead for both these great media. 1949 will be, I think, the year in which radio and television will really begin to learn to live together in the homes of America.

At CBS we are carrying into our planning for this exciting future the experience we have had over the last two decades as broadcasters. "Good programming" will, we believe, continue to be the indispensable key to successful operation in radio-television in the future just as it has been in the past. We will be looking for new ideas, new formats and new trends which will give the American listener and viewer such an ever-better programming product.

•

The *CBS Package Program* operation has been one means we have adopted of creating and controlling a substantial portion of our programs so that we can build the most effective entertainment and informational sequences. As I write, 21 CBS Package Programs are now serving 18 different sponsors. These CBS-owned shows have been the subject of increasing industry comment because of the place they have made for themselves with the audience, reflected in both Nielsen and Hooper reports, and because of the effective sales performances they have turned in for CBS sponsors.

We are applying the same general programming philosophy as we develop the CBS-TV network. "The show's the thing!" Within the last year we have made rapid strides in TV programming in all the varied fields in which (as in AM-FM) a balanced program schedule requires us to build good features. For example, *Toast of the Town* in entertainment; our TV version of *People's Platform* in public affairs, offering both studio and on-the-street interviews; *Lucky Pup* in children's programs, and many others.

We are producing and selling TV shows, as we have done with AM shows for so many years. We have assembled the staff to create TV shows of interest and distinction, and our sponsor lists are growing with just such programs. We believe the first business of broadcasters—whether in AM, FM or TV—is *programs,* and we want an increasingly active part in that business.

•

One area of expansion in programming—both for radio and for television—is that of sports. While we have always provided extensive coverage of leading sporting events throughout the country, our plans for the future contemplate an even greater activity in this area which is attracting the leisure-time interest and participation of more and more Americans and making this another "golden age" of sports. Through our ownership interest in the *Tournament of Champions* we will bring to our audiences leading boxing events; and through our arrangement with Madison Square Garden we will continue to offer many of the great sporting spectacles which occur in the Garden. In the coverage of football games we successfully pioneered in the 1948 season a new technique of simultaneous multi-game coverage, which we anticipate continuing when the 1949 season starts.

There are many other areas of Columbia's operation where productive and promising plans are in progress. One of the most interesting is the new Long-Playing Record which was placed on the market in 1948 by Columbia Records Inc.

•

Another area of promise for 1949 is that of station operations. This is the year when we will begin our management of KQW in San Francisco as a Columbia-owned station, the second key outlet for CBS on the West Coast, supplementing our great program center at Los Angeles. We will expect to extend our television programs to many additional cities as new facilities in 1949 make possible the further spread of the CBS-TV network—looking to the same, vigorous pattern of CBS expansion in the future as has marked CBS history from the beginning.

# COLUMBIA BROAD

**NETWORK FACILITIES**
**AS OF JAN. 15, 1949**

# CASTING SYSTEM

# COLUMBIA BROAD CASTING SYSTEM

**NETWORK FACILITIES AS OF JAN. 15, 1949**

# COLUMBIA
# Broadcasting System, Inc.

*Executives and Staff*
*485 Madison Avenue, New York 22, N. Y.*
*Telephone: PLaza 5-2000*
*Registered Telegraphic Address—COLUMBIA NEW YORK*

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Roland J. Young..Acting Director of Construction
R. G. Thompson
Manager of Network Technical Operations
and Chief Engineer of WCBS
Walter R. Pierson
Manager of Building Operations
Paul Wittlig
Manager of Technical Operations, Television
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Asst. Mgr. of Network Technical Operations

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W. Donald Roberts.....Western Manager
Dudley Faust .....Assistant Manager
Detroit Office Network Sales
Fisher Building
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James M. Connors.....Manager Salary Division
Robert Kalaidjian.....Employment Manager
Dr. Jack Nelson.....Director Medical Office

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Robert Heller .....Executive Producer
Guy Della Cioppa
Associate Dir. of Network Programs, Hollywood
Lester Gottlieb
Director of Popular Music and Talent Scout
James H. Fassett.....Director of Serious Music
Julius Mattfeld.....Director Music Library
Lucile Singleton
Dir. of Vocal Auditions and Mgr. of Script and Record Library
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Elwood Hoffman .....Script Editor

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Lyman Bryson .....Counselor on Public Affairs
Edward R. Murrow...Counselor on Public Affairs
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Asst. to the Dir. of Education and Opinion Broadcasts
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Leon Levine....Director of Discussion Broadcasts
Edward Scovill
Dir. of Talks and Special Events, Wash. D. C.
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Sam Abelow.....Assistant, Documentary Unit
Philip Eisenberg .....Producer
Wells Church.....Director of News Broadcasts
Theodore F. Koop
Dir. of News and Public Affairs, Washington
Henry Wefing.....Asst. Dir. of News Broadcasts
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John Derr....Assistant to the Director of Sports

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R. R. Ray.....Assistant to Director
Will Bratter.....Assistant to Director
Martin Leeds.....Business Manager, Hollywood
James Fonda
Manager of "Amos 'n' Andy" Property

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## Sound Effects Division

Davidson Vorhes...Mgr. of Sound Effects Division

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A. H. Petersen.....Traffic Manager
C. J. McCarthy.....Assistant Traffic Manager

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Anne Harding.....Manager of Service Division
Dorothy Leffler...Manager of Magazine Division
Harry Feeney .....Trade News Editor
Joseph Sage .....Photo Editor

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H. A. Carlborg..Eastern Sales Manager, New York
George Dunham.Eastern Television Sales Manager
Fred Mahlstedt..Mgr. of Research for Radio Sales
James F. Burke....Supervisor of Program Service
Thomas Ellsworth
Director of Promotion for Radio Sales
Benjamin Margolis.....Sales Service Manager
Alice Santti.....Manager of Time Clearance
Gordon F. Hayes.....Western Sales Manager
H. H. Holtshouser.....Southern Sales Manager
Jack L. Brumback.Office Manager, San Francisco
Henry Flynn.....Office Manager, Los Angeles
William Ogden.....Office Manager, Detroit

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Harper Carraine.....Asst. Dir. Research
Edward Reeve .....Research Projects Manager
Richard Hess.....Supr. Ratings Services Division
Howard Miller.....Sup. Mkts. and Records Div.
Tore Hallonquist...Supr. of Program Analysis Div.
Gerhart Wiebe....Supr. Promotion Research Div.

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Director of Reference Department
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Stanford Mirkin
Manager of Program Research Division
Agnes Law .....Librarian
Dorothy Boyle.....Mgr. of Program Statistics Div.
Esther Dobbins..Mgr. of Program Information Div.

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V.P. in Chg. of Sales Promotion & Advertising
Louis Hausman.....Dir. Sls. Prom. & Adv.
William Golden .....Associate Director
Neal Hathaway...Manager of Program Promotion
Charles Oppenheim
Asst. Manager of Program Promotion
John Fox .....Business Manager
John P. Cowden
Dir. of Promotion Service for Columbia-Owned Stations

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V.P. in Charge of Station Administration
Edward DeGray.....Asst. to the Vice President
James V. Melick.....Executive Assistant

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Vice President in Charge of Station Relations
William A. Schudt, Jr.
Director of Station Relations
Edward E. Hall.....Eastern Division Manager
Edwin Buckalew...Western Div. Mgr., Hollywood

## Housewives' Protective League Productions

Fletcher Wiley .....General Manager
Edward W. Wood.....Sales Manager

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V.P. and Director of Television Operations
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Jerome Danzig.....Associate Dir. of Programs
Worthington C. Miner
Mgr. of Television Program Development
David Sutton.....Television Sales Manager
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Manager of Television Sales Development
Edmund Chester
Dir. of News, Special Events and Sports
Robert Bendick
Asst. Director of News and Special Events
Lawrence S. Haas.....Coordinator of News
Douglas Edwards.....News Broadcaster
Eleanor Kilgallen .....Casting Director
Merritt H. Coleman.....Director of Operations
Jackson Green.....Dir. Prod. Actvt.
John DeMott.....Production Manager
Robert Wood .....Manager of Operations
Arthur E. Duram.....Sales Prom. Mgr.
Paul Wittlig.....Mgr. of Technical Operations

# COLUMBIA BROADCASTING SYSTEM

Standard Stations:
KMOX, St. Louis
KNX, Los Angeles
WBBM, Chicago
WCBS, New York
WCCO, Minneapolis
WEEI, Boston
WTOP, Washington
FM Stations:
KNX-FM, Los Angeles
WBBM-FM, Chicago
WCBS-FM, New York
WEEI-FM, Boston
TV Station:
CBS-TV, New York

# Mutual Broadcasting System

EDGAR KOBAK
*President*

IT seems that no matter what other gyrations we go through in broadcasting — ratings, research, coverage, hearings, conventions —we always fetch up against the one all-important fundamental of programming. Nobody has yet figured how to get around Shakespeare's "the play's the thing" and stay a success in radio.

Some of the more recent evidence of this is contained in surveys of television viewing habits, conducted both by Hooper and Pulse, Inc.

People in television (station owners, producers, engineers) have long gone on the asumption that once a family bought a television set, all its members could have but little time to devote to any other form of entertainment—broadcasting, movies, books or what-have-you. They have gone on the assumption that the "novelty" of this great new medium is a long, long time wearing out

The survey figures seem to contradict these beliefs. According to Pulse there is considerable falling off in the number of people who have their televisions turned on *regardless of what the program may be;* according to Pulse, this falling off amounts to about 30 per cent. Hooper confirms the falling off but gives the figure as 10 per cent. Some place between the two, will probably be found the actual facts but the point we want to make is that it seems clear that the novelty wears off much more quickly than anyone has allowed for.

•

The focus even this early in television is shifting to *program quality.*

And if this is true in such a new, dramatic and exciting medium as television, how true it must be in the case of sound broadcasting?

We think the statistical gentleman of radio will support the statement that total listening to radio has remained at about the same level for the past four years; and we don't think there is any doubt that the principal reason for this is the quality of a major portion of programming—which has been static and none too inspiring for a long time.

The fact is that there have been no really new program ideas in years—that all the so-called "new" things which we serve up, are really old things in a new collar and cuffs. If we were called upon to prove this, we would do it by reminding the reader of what has happened in recent months: no sooner had one station and one network scored a success with a "giveaway," when all other networks and most stations jumped on the bandwagon, demonstrating thereby the dearth of ideas and the eagerness with which everybody pounces on a half-way new idea.

(So far, in fact, did this giveaway fever go, that it got the industry into considerable hot water—and in November as this is written, we are not yet out of it.)

•

If we may be permitted a short commercial: Mutual has tried, and we think with some success, to develop and put on the air programs having something new and different in the way of a basic idea or a twist on some established format. For example—"Twenty Questions" and "Juvenile Jury" introduced fresh elements into programming; "Newsreel" and "Meet the Press" are new twists on the presentation of news and discussion; our series of documentaries on Atomic Energy introduced popular quiz and audience participation techniques into serious radio. We will continue experimenting—and expect to make still further contributions to better programming.

It could be that one explanation for poor quality and lack of progress in programming may be found in the fact that we have failed to attract top writers into radio and television—the writers whose work is produced on Broadway stages and published between covers and in magazines.

It is clear, we think, that broadcasting has devoted a lot of time to a lot of things, but not enough time to the important things: programming which will appeal to and hold and even increase audiences — programming that will meet the needs of that disturbingly large segment of people so laconically defined by Hooper as "at home but not listening."

In 1949, I think of no beter goal for broadcasting than more attention to programming and less emphasis on secondary matters—more focus on programs and less hocus-pocus.

# MUTUAL BROAD

**NETWORK FACILITIES AS OF JAN. 15, 1949**

# CASTING SYSTEM

# MUTUAL BROAD CASTING SYSTEM

NETWORK FACILITIES
AS OF JAN. 15, 1949

# MUTUAL
# Broadcasting System

*Executives and Staff*
1440 Broadway, New York 18, N. Y.
Phone, PEnnsylvania 6-9600

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Benedict Gimbel, Jr.....WIP, Philadelphia
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Richard Groome.....Auditor
George Westby.....Budget Director

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Margaret Maloney.....Telephone Supervisor

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James Chapman.Supervisor of Engineering Traffic
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Herbert Rice.....Director of Production
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Edwin Otis..Supervisor of Commercial Programs
Hal Wagner.....Manager of Operations
Floyd Mack .....Day Supervisor
Idella Grindlay .....Studio Arrangements
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Hugo Seiler .....Night Supervisor
Elsie Dick..Dir. of Edu. Women's and Rel. Activ.
Ada Lusardi.....Program Traffic Manager

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Arthur Feldman.....Director of Special Events
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Asst. Dir. of Press, Trade News Editor
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F. Carleton McVarish...Mgr. of Audience Prom.
Winifred Hall.....Production Supervisor

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Norman Knight.....Field Representative
James Mahoney.....Field Representative
Roy Danish.....Manager, Station Information
Paul Hancock .....Field Representative

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Albert L. Warner.....Chief Correspondent

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Myrtle Goulet.....Mgr. of Sales Traffic
Gilbert McClelland.....Dir. of Sales Promotion
George Herro.....Publicity Director

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Charles Godwin .....Manager

## Philadelphia and Pittsburgh Staff

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Harriet Crouse.....Publicity Director

Detroit is not only the world's

greatest automotive center, it is also one of the nation's most important radio production centers. And the center of Detroit's radio production is.....

## TRENDLE-CAMPBELL ENTERPRISES, INC.

Because Trendle-Campbell originates eight (8) half hours of live programs for ABC. These are the nationally famous LONE RANGER (Monday-Wednesday-Friday weekly, 7:30 to 8:00 p.m.) the CHALLENGE of the YUKON (Monday-Wednesday-Friday, 5 to 5:30 p.m.) and the GREEN HORNET (Tuesday-Thursday, 5:00 to 5:30 p.m.)

## TRENDLE-CAMPBELL ENTERPRISES, INC.

1800 Stroh Building Detroit 26, Michigan

# National Broadcasting Company

NILES TRAMMELL
*President*

NEVER before has it been so difficult to predict what a new year will hold for broadcasting. Radio has just completed one of its most prosperous years. Television at the end of 1948 began fulfilling its promise. Television program fare finally began keeping pace with its technical achievements.

Radio should prosper again in 1949 and television with such technical advances as the interconnection of the east and midwest by coaxial cable and the arrival on the air of many more stations will become a much greater force for selling and entertaining.

But the promise of video has been, and will, for the most part be at the cost of expending some of the profits of radio. Many radio station operators have poured immense sums of money into building their sister television stations with little return. And much more of radio's money must yet be spent for the development of this competing medium. With these elements in mind, the National Broadcasting Company has set a two-fold goal for 1949: (1) To hold the 1948 increase in revenues for sound broadcasting, and to develop new money for television. (2) To improve programming on both radio and television, particularly programs in video which have not kept pace with outstanding technical advances.

•

Sound broadcasting today enjoys the greatest circulation of any medium. More people are now listening to sound radio than ever before, and sets are in use more hours per day than at any time in radio history. This makes radio too good a buy for advertisers to defect in droves to other media, including television.

So the challenge is to develop new advertising money for video by increasing the total advertising dollar. Radio did this. And television is doing it, too.

Of the twenty-seven commercial programs being seen on the NBC East-coast television network near the end of 1948, twelve were sponsored by clients who were not buying time in radio. The other fifteen shows were being presented by clients who were spending additional money for these programs. In other words they were not reducing their AM budgets to buy video. This 100% pace certainly will not last but it should be our purpose to keep the new money percentage at the very highest possible level.

As for our other goal, programming, there are some definite new trends in television. The first of these had to do with sports. A year ago, on the three major New York stations then in existence, 53% of the broadcast schedule was devoted to sports. At the end of 1948, on those same three stations, sports accounted for only 27% of the schedule.

•

Another trend seems to be developing in relation to film programs. While feature films and film shorts are being used even more extensively than they were a year ago, audience acceptance of such films is declining. The reason is rather obvious. In the early days of television, many older films were used as fillers and the audience because of the novelty and lack of competition would watch them.

In the fields of drama and variety, television, has perhaps made its greatest program advances. Such programs as the *Texaco Star Theatre, Philco Television Playhouse* and the *Kraft Theatre* demonstrate fine production and direction technique and attract large audiences. But in the field of news programs there is much to be done. New and imaginative techniques for the presentation of current events are sorely needed.

•

In my opinion there are many program formats used in radio which could be exploited for television. The five-times-a-week continued story should be effective and economical on video.

So here is the challenge. Faced with the decline in the novelty of television and with his audience becoming more and more selective, the video programmer must call on his imagination for new techniques and original ideas to please and entertain his public.

And in both radio and television, he must call upon that same imagination to educate and inform. In 1949 public service programs should be a prime concern to both the AM and video broadcaster. For television, the public service type of program hasn't yet been fully explored; for radio, it hasn't yet been fully exploited.

# NATIONAL BROAD

NETWORK FACILITIES
AS OF JAN. 15, 1949

# CASTING COMPANY

# NATIONAL BROAD CASTING COMPANY

NETWORK FACILITIES
AS OF JAN. 15, 1949

# NATIONAL
## Broadcasting Company

*30 Rockefeller Plaza 20, New York City*
*(Telephone number, Circle 7-8300)*

*Registered Telegraphic Address*
*NATBROCAST NEW YORK*

### BOARD OF DIRECTORS

James Rowland Angell
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Gano Dunn
Frank M. Folsom
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Charles B. Jolliffe
Niles Trammell
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Edward J. Nally
David Sarnoff

### Officers

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|---|---|
| David Sarnoff | Chairman of the Board |
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| Charles R. Denny | Executive Vice President |
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| R. J. Teichner | Treasurer & Assistant Secretary |
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### DEPARTMENTS AND DIVISIONS

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| | |
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| John H. MacDonald | Adm. V. P. in Chrg. Finance |
| Sidney N. Strotz | Adm. V. P. in Chrg. of TV & Wstrn. Div. |
| Charles P. Hammond | V. P. & Asst. to President |
| William S. Hedges | V. P. in Ch. of Plan. & Dev. |
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| Clay Morgan | Asst. to the Pres. Dir. of Spec. Serv. & G. R. |
| Albert E. Walker | Executive Assistant |

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|---|---|
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| Roy C. Porteous | Manager |
| Allen Hurlburt | Art Director |
| George W. Wallace | Net Sales Pro. Mgr. |
| Richard Blake | Copy Director |
| William E. Webb | Net Aud. Prom. Mgr. |

#### Budget

| | |
|---|---|
| John Tiedeman | Budget Officer |

#### Continuity Acceptance Department

| | |
|---|---|
| Stockton Helffrich | Manager |

## Controllers Department

| | |
|---|---|
| Harry F. McKeon | Controller |
| Harold M. Kelly | Assistant Controller |
| Hugh R. McGeachie | Assistant Controller |

## Engineering Department

| | |
|---|---|
| O. B. Hanson | Vice President & Chief Engineer |
| George McElrath | Dir. of Engr. Operations |
| R. E. Shelby | Dir. of Tele. Engr. Operations |
| William A. Clarke | Administrative Assistant |
| E. R. Cullen | Operations Assistant |
| J. D'Agostino | Liaison Engineer |
| Raymond F. Guy | Mgr. of Radio & Alloc. Engr. |
| George M. Nixon | Manager, Engineering Devp. |
| C. A. Rackey | Mgr. of Audio & Video Engr. |
| T. H. Phelan | New York Division Engineer |
| J. Wood, Jr. | Manager of Technical Svcs. |

## General Service Department

| | |
|---|---|
| Edward M. Lowell | Director |
| Walter E. Giebelhouse | Mgr. of Bldg. Main. Div. |
| Helen Davis | Mgr. of Office Svcs. Div. |

## Guest Relations Department

| | |
|---|---|
| Paul Rittenhouse | Manager |
| William Ervin | Executive Assistant Manager |
| Jacques Biraben | Asst. Mgr. in Chrg. of Reception |
| Peter Tintle | Asst. Mgr. in Chrg. of Tours |

## Information Department

| | |
|---|---|
| Horton Heath | Director |
| Irene Kuhn | Assistant Director |
| Anita Barnard | Mgr. of Corres. Division |

## Legal Department

| | |
|---|---|
| Gustav B. Margraf | V. P. & General Att. |
| Robert P. Myers | Assistant General Attorney |
| Thomas E. Irvin | Senior Attorney |
| Edmund Souhami | Senior Attorney |
| John P. King | Attorney |
| Paul B. Lynch | Attorney |
| Richard H. Graham | Attorney (Hollywood) |
| Thomas H. Compere | Attorney (Chicago) |
| Willson I. Hurt | Attorney (Denver) |

Cahill, Gordon, Zachry & Reindel
Counsel (New York & Washington)

## National Spot Sales Dept.

| | |
|---|---|
| James V. McConnell | Director |
| John de Russy | Manager |
| Jacob Evans | Promotion Manager |

## Network Sales Department

| | |
|---|---|
| George H. Frey | Director |
| Edward R. Hitz | Assistant Director |
| Reynold R. Kraft | Assistant Director |

## News and Special Events and International Relations Department

### News and Special Events

| | |
|---|---|
| William F. Brooks | Vice President in Charge |
| Francis C. McCall | Dir. of News & Spec. Ev. |
| Adolph J. Schneider | Dir. of TV News & Spec. Ev. |
| Joseph O. Meyers | Mgr. of Operations |
| Jeanette Kriendler | Office Manager |

### International Division

| | |
|---|---|
| Frederick B. Bate | Assistant to the Vice President |
| Cal Abraham | Station Liaison & Pub. Rel. Dir. |

## Personnel Department

| | |
|---|---|
| Ernest de la Ossa | Director |
| Theodore Thompson | Manager |
| Doris Ann | Employment Manager |
| William M. Roden | Records & Research Mgr. |
| Donald C. Bogert | Employee Services Mgr. |

## Press Department

| | |
|---|---|
| Sydney H. Eiges | Vice President in Charge |
| Jo Dine | Director |
| Allan Kalmus | Television Manager |
| Sam Kaufman | Spec. Services Mgr. |
| Leo Hershdorfer | Feature and Copy Editor |
| John Slocum | Magazine Editor |
| James Miller | Column Editor |
| Leonard Meyers | Music Editor |
| Sidney Desfor | Photo Editor |

## Program Department

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|---|---|
| Thomas McCray | National Program Director |
| Arch Robb | Asst. Prog. Dir. in Chrg. of Prog. Opr. |
| Robert K. Adams | Production Manager |
| Thomas H. Belviso | Manager of the Music Library |
| Samuel Chotzinoff | General Music Director |
| Patrick J. Kelly | Manager of Announcers |
| Allin Robinson | Night Program Manager |
| Frederick Knopfke | Sound Effects Manager |
| William Stern | Director of Sports |
| Richard P. McDonagh | Manager, Script Division |
| Grace H. Sniffin | Supervisor Business Office |

## Public Affairs and Education Department

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|---|---|
| Sterling W. Fisher | Manager |
| Margaret Cuthbert | Dir. of Public Affairs |
| Doris Corwith | Dir. of Talks & Religious Bcsts. |
| Jane T. Wagner | Dir. of Education |

## Radio Recording Department

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|---|---|
| Robert W. Friedheim | Director |

George C. Stevens . . . Business Manager
Charles G. Hicks, Jr. . . . . Recording Sales Manager
Donald J. Mercer . Thesaurus & Synd. Sales Mgr.
H. H. Wood . . . Program Director
Frank McMahon . Promotion Manager

## Research Department

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## Stations Departments

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Burton Adams . . Mgr.—Coop. Programs Division

## Stations Relations Dept.

Sheldon B. Hickox, Jr. . . . . Manager

## Traffic Department

Harry A. Woodman . . . . . Manager

## Television Department

Carleton D. Smith . . . Dir. of Tele. Operations
Thomas E. Knode . . Adm. Asst. to Dir. TV Ops.
J. Robert Myers . . Adm. Asst. to Dir. of TV Oper.
Norman Blackburn . . . . . Nat. Dir.—Tele. Prog.
Warren Wade . . . . . Production Manager
Russ Johnston . . . . . Director of Film Division
Robert Wade . . . Mgr. of Prod. Facilities
R. R. Davis . . . . . TV Operations Supervisor
Albert Reibling . . . . . Business Manager
Robert E. Shelby . . Dir. of TV Engr. Operations
F. A. Wankel . Asst. Dir. of TV Engr. Operations
Helen M. Korday . . . . . Personnel Supervisor

## Transportation Department

Marie F. Dolan . . . . . Manager

## Treasurers Department

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William D. Bloxham . . . . . Purchasing Agent

## Stations Owned and Operated by the NATIONAL BROADCASTING COMPANY

| | | |
|---|---|---|
| WNBC | New York | Owned and operated by NBC |
| WMAQ | Chicago | Owned and operated by NBC |
| WRC | Washington | Owned and operated by NBC |
| WTAM | Cleveland | Owned and operated by NBC |
| KNBC | San Francisco | Owned and operated by NBC |
| KOA | Denver | Owned and operated by NBC |
| WNBC-FM | New York | Owned and operated by NBC |
| WNBT | New York (Television) | Owned and operated by NBC |
| WNBW | Washington (Television) | Owned and operated by NBC |
| WNBK | Cleveland (Television) | Owned and operated by NBC |
| KNBH | Hollywood (Television) | Owned and operated by NBC |
| WNBQ | Chicago (Television) | Owned and operated by NBC |

## Central Division—Chicago

*Merchandise Mart, Chicago 54, Ill.*

*Tel.—Superior* 8300

I. E. Showerman . . . Vice President in Charge
Thomas H. Compere . . . . . Attorney
William Drips . . . . . Director of Agriculture
Robert Guilbert . . Continuity Acceptance Manager
Jules Herbuveaux . . . . . Television Manager
A. W. Kaney . . . Station Relations Manager
David Lasley . . . . . Promotion Manager
Howard C. Luttgens . . . . . Division Engineer
Paul McCluer . . . . Network Sales Manager
Oliver Morton . . National Spot Sales Manager
William B. Ray . News & Special Events Manager
Jack Ryan . . . . . Press Manager
Judith Waller . . . Public Affairs Director
John Whalley . . . . . Business Manager

## Western Division—Hollywood

*Sunset Blvd. and Vine St. Hollywood 28, Calif.*

*Tel.—Hollywood 6161*

Sidney N. Strotz.....Adm. V. Pres. in Charge
Lewis S. Frost .. Assistant to the Vice President
Frank Berend ..Western Div. Network Sales Mgr.
Harold Bock ..... ... Television Manager
Robert V. Brown ..Western Network Prog. Mgr.
Frank Dellett ..... Auditor
Paul Gale.....Traffic Manager
Donald Honrath..Continuity Acceptance Manager
Robert E. Howard.Wstrn. Div. Nat. Spot Sales Mgr.
Henry Maas ..Sales and Program Traffic Manager
Helen M. Hall Act. Mgr. Wstrn. Net Prom. & Adv.
Jennings Pierce Pub. Int. Sta. & Guest Rela. Mgr.
Leslie Raddatz ..... Net. Press Mgr.—Wstrn. Div.
Alfred Saxton ... .....Division Engineer
Roger Sprague. ..Net. News Mgr.-Wstrn. Div

## Washington, D. C.

*724 14th Street N. W., Washington 5, D. C.*

*Tel.—Republic 4000*

Frank M. Russell ..... Vice President in Charge
William R. McAndrew .....Asst. to V. Pres.
R. G. Coldenstroth. ..... Auditor
Mahlon Glascock ..... Director of Sales
Donald Cooper. .....Chief Engineer
Walter Royen .....Press Manager
James Seiler. .....Personnel & Research Mgr.
George Wheeler. .. .... Director of Programs

## NBC Stations Planning & Advisory Committee

Martin B. Campbell .....WFAA, Dallas, Tex.
Harold Essex .. WSJS, Winston-Salem, N. C.
Harry Bannister ..... WWJ, Detroit
Walter J. Damm ..... WTMJ, Milwaukee
Ed Yocum ..... KGHL, Billings, Mont.
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John M. Outler, Jr. ..... WSB, Atlanta
Claire R. McCullough WGAL, Lancaster, Pa.
Wiley P. Harris WJDX, Jackson, Miss.
Ewing C. Kelly . .KCRA, Sacramento, Calif.

FOR COMPLETE LIST OF ALL COMMERCIAL PROGRAMS ON MAJOR NETWORKS PLEASE TURN TO PAGE 961

# KEYSTONE
# Broadcasting System, Inc.

### *Headquarters*

580 Fifth Avenue, New York 19, N. Y.
Phone, PLaza 7-1460

### *Officers & Directors*

Exec. Vice-President .....Naylor Rogers
Vice-President ..... Arthur Wolf
Vice-President .....Joseph Bayer
Secretary-Treasurer ..... Sidney J. Wolf
Assistant Secretary.....William Bayer

### *Offices*

#### *New York*

580 Fifth Avenue
Phone, PLaza 7-1460

Pres. & General Manager.Michael M. Sillerman
Office Manager.....Eve Bannier
Research Director.....James A. Yergin
Account Executive ..... Noel A. Rhys

#### *Chicago*

134 North La Salle St., Chicago 2, Ill.
Phone, State 2-4590

Secretary-Treasurer.....Sidney J. Wolf
Director of Station Relations.....E. R. Rogers

Accountant & Office Manager
Elizabeth M. Mueller
Western Sales Manager.....Naylor Rogers

#### *Hollywood*

6331 Hollywood Blvd., Hollywood 28, Calif.
Phone, Hollywood 5338

Program Director ..... Elaine N. Gonda

#### *Cleveland*

310 Citizens Bldg. Cleveland 14, Ohio
Phone, Cherry 4050

Mid-Western Sales.....Louis M. Bloch, Jr.

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast to coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 375 affiliated stations. The network supplies its stations with 24 fully scripted sustaining shows per week filling 1 hour per day, seven days each week, to a total of 7 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The system offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and twenty-five words in length.

# REGIONAL NETWORKS

## Alabama State Group

Bankhead-Long Building, Jasper, Ala.
Phone: 100-200

PERSONNEL

Director of Operations.....James E. Reese

STATIONS

ALABAMA: WOOB, Anniston; WEBJ, Brewton; WKUL, Cullman; WDIG, Dothan; WXAL, Demopolis; WMFT, Florence; WGAD, Gadsden; WWWB, Jaseph; WMGY, Montgomery; WJHO, Opelika; WKAB, Mobile; WTBF, Troy; WTBC, Tuscaloosa.

NATIONAL REPRESENTATIVE

Harry A. Friedenberg

★

## The Aloha Network

P. O. Box 1380, Honolulu, T. H.
Phone: 95295

PERSONNEL

President .....(Open)
Vice-Presidents.....R. M. Fitkin, J. E. Jaeger, C. J. Fern, E. Crane
Sales Manager.....L. R. Turner

STATIONS

KHON, Honolulu; KIPA, Hilo; KMVI, Wailuku; KTOH, Lihue.

★

## Alaska Broadcasting System

CBS

830 Securities Bldg., Seattle 1, Wash.
Phone: Seneca 6333

PERSONNEL

General Manager.....William J. Wagner
Secretary & Treasurer.....I. F. Wagner
Washington Attorney.....Philip M. Baker
Seattle Manager.....Ernest Spink
Attorney .....Warren Cuddy

BRANCH OFFICES

Station KFQD, Box 1040, Anchorage, Alaska, Kenneth Laughlin, Station Mgr.; Station KTKN, Ketchikan, Alaska, James Fletcher, Station Mgr.; Station KINY, Juneau, Alaska, John Ashbaugh, Station Mgr.; Station KFRB, Box 950, Fairbanks, Alaska, Claude Ratliff, Jr., Station Mgr.; Station KIBH, Box 250, Seward, Alaska, Bruce Cruikshank, Station Mgr.

STATIONS

KFQD, Anchorage, Alaska; KTKN, Ketchikan, Alaska; KINY, Juneau, Alaska; KFRB, Fairbanks, Alaska; KIBH, Seward, Alaska; KOQL, Anchorage, Alaska.

## Arizona Broadcasting System

(ABS Network)
711 Heard Bldg., Phoenix, Ariz.
Phone 4-4161

PERSONNEL

Manager .....Richard O. Lewis
Commercial Manager.....Bill Harvey
Promotion Manager.....Fred Gerletti

STATIONS

KTAR; Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford; KWJB, Globe-Miami; KYCA, Prescott; KAWT, Douglas-Bisbee.

NATIONAL REPRESENTATIVE

Paul H. Raymer Company, Inc.

★

## The Arizona Network

Radio Station KOY
836-838 N. Central Ave., Phoenix, Ariz.
Phone: 4-4144

PERSONNEL

Manager.....Albert D. Johnson
Program Manager.....John R. Williams
Commercial Manager.....John L. Hogg
KTUC Manager.....Lee Little
KSUN Owner.....Carlton W. Morris

STATIONS

KOY, Phoenix; KTUC, Tucson; KSUN, Lowell.

NATIONAL REPRESENTATIVE

John Blair & Company

★

## Arrowhead Network

WEBC Bldg., Duluth 2, Minn.
Phone: MElrose 2873

PERSONNEL

General Manager.....W. C. Bridges
Director of Operations....H. E. Westmoreland
Dir. of News & Sp. Events.....Earl Henton
Director of Engineering.....Charles B. Persons
Promotion Manager.....L. G. Anderson
WMFG Resident Manager.....Oscar Peterson
WHLB Resident Manager.....Arthur Nelson
WEAU Resident Manager.....Harry Hyett
WJMC Resident Manager.....Greg Rouleau
WISC Resident Manager.....Ralph O'Connor
WEBC.....Arrowhead Network Personnel

STATIONS

WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; WJMC, Rice Lake, Wis.; WISC, Madison, Wis.; WEBC, Duluth, Minn.; WEBC-FM, Duluth, Minn.; WEAU-FM, Eau Claire, Wis.; WJMC-FM, Rice Lake, Wis.; WISC-FM, Madison, Wis.

## Connecticut State Network

WTHT, 555 Asylum St., Hartford 4, Conn.
Phone: HArtford 2-0237

PERSONNEL

President.....C. Glover DeLaney

STATIONS

WNAB, Bridgeport; WATR, Waterbury; WNLC, New London; WNHC, New Haven; WTHT, Hartford; WSTC, Stamford; WTOR, Torrington.

★

## Dixie Network

410 Main St., Houston 2, Tex.
Phone: P-3108

PERSONNEL

President .....Socs Vratis
Vice-President .....Robert Bush
Secretary-Treasurer.....King H. Robinson
Director.....E. C. Davis
Director .....Arthur Kay
General Manager.....Phil Dusenbury

STATIONS

KATL, Houston, Texas; KOGT, Orange, Texas; KRIC, Beaumont, Texas; KREL, Baytown, Texas; KOLE, Port Arthur, Texas.

★

## Don Lee Broadcasting System

1313 N. Vine St., Hollywood, Calif.
Phone: HUdson 2-2133

PERSONNEL

President & Gen. Mgr.....Lewis Allen Weiss
Exec. Vice-President.....Willet H. Brown
Secretary-Treasurer.....A. M. Quinn
Dir. of Station Relations.....Patrick Campbell
General Sales Manager.....Ward Ingrim
Asst. Gen. Sales Manager..Henry Gerstenkorn
Program Director.....Charles Bulotti, Jr.
Continuity Acceptance Dir. . William Williams
News & Special Features Dir. . Les Mawhinney
Chief Supervisor.....Tony La Frano
Public Relations Director.....Mark Finley
Publicity Director.....James Parsons, Jr.
Program Promotion Dir.....Robert Stock

STATIONS

CALIFORNIA: KHJ, Los Angeles; KFRC, San Francisco; KAFY, Bakersfield; KHSL, Chico; KXO, El Centro; KIEM, Eureka; KYNO, Fresno; KMYC, Marysville; KYOS, Merced; KPRL, Paso Robles; KVCV, Redding; KXOA, Sacramento; KSBW, Salinas; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara; KXOB, Stockton; KCOK, Tulare.

OREGON: KALE, Portland; KWIL, Albany; KAST, Astoria; KBND, Bend; KOOS, Coos Bay; KORE, Eugene; KUIN, Grants Pass; KFJI, Klamath Falls; KRNR, Roseburg; KSLM, Salem.

WASHINGTON: KVI, Seattle; KNEW, Spokane; KXRO, Aberdeen; KPUG, Bellingham; KELA, Centralia; KRKO, Everett; KWLK, Longview; KGY, Olympia; KUJ, Walla Walla; KWNW, Wenatchee; KYAK, Yakima.

IDAHO: KVNI, Coeur d'Alene; KRLC, Lewiston; KWAL, Wallace.

NEVADA: KATO, Reno.

ARIZONA: KOOL, Phoenix; KCNA, Tucson; KCKY, Coolidge; KNOE, Nogales.

HAWAII: KHON, Honolulu; KIPA, Hilo; KTOH, Lihue; KMVI, Wailuku.

ALASKA: KENI, Anchorage; KFAR, Fairbanks.

NATIONAL REPRESENTATIVES
John Blair & Co.

★

## Georgia Association of Local Stations

P. O. Box 403, Decatur, Ga.
Phone: CRescent 7066

PERSONNEL

Sales Director.....Tom Carr

STATIONS

WDEC, Americus; WGAU, Athens; WLBB, Carrollton; WBHF, Cartersville; WGAA, Cedartown; WMJM, Cordele; WMOC, Covington; WBLJ, Dalton; WDWD, Dawson; WMLT, Dublin; WBHB, Fitzgerald; WDUN, Gainesville; WKEU, Griffin; WFOM, Marietta; WIBB, Macon; WMVG, Milledgeville; WMGA, Moultrie; WROM, Rome; WFRP, Savannah; WWNS, Statesboro; WSFT, Thomaston; WKTG, Thomasville; WWGS, Tifton; WLET, Toccoa; WRQN, Vidalia; WAYX, Waycross; WRLD, West Point; *WGLS, Atlanta-Decatur.

---

* Key Station.

★

## Georgia Major Market Trio

(Address Any Station or The Katz Agency)

PERSONNEL

General Manager (WAGA)....James E. Bailey
General Manager (WTOC.....W. T. Knight
General Manager (WMAZ).....Wilton E. Cobb

STATIONS

WAGA, Atlanta; WMAZ, Macon; WTOC, Savannah.

REPRESENTATIVE
The Katz Agency

★

## Georgia Quartet

c/o George P. Hollingbery Co.
307 N. Michigan Ave., Chicago, Ill.
Phone: ANdover 3-2636

BRANCH OFFICES

Whitehead Building, Atlanta, Ga., Dan Schmidt, III, Manager; 420 Lexington Ave., New York, N. Y., F. E. Spencer, Jr., Manager; 411 W. 5th St., Los Angeles, Calif., Harry H. Wise, Jr., Manager; 235 Montgomery St., San Francisco, Calif., Knox La Rue, Manager.

STATIONS

WGST, Atlanta; WRBL, Columbus; WRDW, Augusta; WSAV, Savannah.

## Great Northern Broadcasting System, Inc.

814 National Bldg., Minneapolis, Minn.
Phone: GEneva 9631

PERSONNEL

President.....A. A. Fahy
Vice-President.....John B. Cooley
Treasurer.....E. E. Krebsbach
Secretary.....M. M. Marget
Assistant Treasurer.....A. A. Fahy
Assistant Secretary.....W. S. Russell

BRANCH OFFICES

117½ S. Main St., Aberdeen, S. Dak., A. A. Fahy, President and General Manager.

STATIONS

WLOL, Minneapolis, Minn.; KMHL, Marshall, Minn.; KGDE, Fergus Falls, Minn.; KNOX, Grand Forks, N. Dak.; KLPM, Minot, N. Dak.; KGCU, Mandan, N. Dak.; KABR, Aberdeen, S. Dak.; KDHL, Fairbault, Minn.; KWLM, Wilmar, Minn.; KVOX, Moorhead, Minn.; KDLR, Devils Lake, N. Dak.; KGCX, Sidney, Mont.; KOVC, Valley City, N. Dak.

★

## Great West Network

317 North Broadway, Box 1388, Albuquerque, N. M.
Phone: 3-1744

PERSONNEL

General Manager.....William T. Kemp
Sales Manager.....Paul Kehle
Program Director.....Ralph Henry
Chief Engineer.....John Morrison
Assistant Manager.....Minnie K. Jones
Dir. Spanish Language Pro...Raquel Marzuez
Dir. Womens Programs.....Betty Kehle

BRANCH OFFICE

Artesia, New Mexico, Burney Jones, Mgr.

★

## The Intermountain Network

248 S. Main St., Salt Lake City 1, Utah
Phone: 4-3561, 4-1843

PERSONNEL

President .....George C. Hatch
Executive Vice-President.....Alvin G. Pack
Vice-Pres. in charge of Sales...Lynn L. Meyer
Program Director.....Craig Rogers
Dir. Engineering.....W. D'Orr Cozzens
Studio Control Sup.....Nephi Sorenson
Transmitters Sup.....Cloyde Anderton
Maintenance Engineer.....Rex L. Vance
Production Directors.....Vern Bruggeman, John Woolf, Jon Duffy, Nelson Hall, William Post
Music Director.....Earl Donaldson
Sports Director.....Mal Wyman
News Director.....Jack Goodman
Promotion Director.....Mrs. Alma L. Clark
Continuity Director.....Nat Berlin

STATIONS

UTAH: KALL (Key Station), Salt Lake City; KLO, Ogden; KOVO, Provo; KOAL, Price; KVNU, Logan; KSVC, Richfield.

IDAHO: KEYY, Pocatello; KVMV, Twin Falls; KFXD, Boise-Nampa; KFXD-FM, Boise-Nampa and KID, Idaho Falls.

WYOMING: KVRS, Rock Springs; KDFN, Casper; KPOW, Powell; KWYO, Sheridan; KOWB, Laramie.

MONTANA: KMON, Great Falls; KBMY, Billings; KRJF, Miles City; *Butte.

NEVADA: KRAM, Los Vegas.

*Under Construction.

REPRESENTATIVE

Lewis H. Avery, Inc.

★

## Iowa Tall Corn Network

407 5th Ave., Des Moines 9, Iowa
Phone: 2-0225

PERSONNEL

General Manager.....George W. Webber
President .....Edward Breen
V-P in Chg. of Sta. Relations...Morgan Sexton
V-P in Chg. of Pro.....Ben Sanders
V-P in Chg. of Engi'ng.....Ken Gordon
Secretary .....George Volger

STATIONS

KROS, Clinton; KSWI, Council Bluffs; KSIB, Creston; KDEC, Decorah; KWDM, Des Moines; KDTH, Dubuque; KCRI, Cedar Rapids; KVFD, Fort Dodge; KOKX, Keokuk; KFJB, Marshalltown; KWPC, Muscatine; KICD, Spencer; KAYX, Waterloo; KSTT, Davenport; KICM, Mason City.

★

## Lone Star Chain, Inc.

315 Construction Bldg., Dallas 1, Tex.
Phone: RIverside 5663

PERSONNEL

President.....Harold V. Hough
Vice-President.....Fred J. Nahas
Secretary & Treasurer.....O. L. Taylor
Manager.....Clyde B. Melville

STATIONS

WBAPP-820, Fort Worth; WBAP-570, Fort Worth; KTBC, Austin; KTSA, San Antonio; KXYZ, Houston; KROD, El Paso; KTXL, San Angelo; KWKC, Abilene; KOSA, Odessa; KFDM, Beaumont; KRGV, Weslaco; KEYS, Corpus Christi; KTRE, Lufkin; KTBB, Tyler; KGNC, Amarillo; KFYO, Lubbock; KFDX, Wichita Falls.

★

## Maine Broadcasting System

157 High St., Portland 3, Me.
Phone: 2-0181

PERSONNEL

Manager.....William H. Rines
Sales Director.....Rudolph O. Marcoux

BRANCH OFFICES

100 Main St., Bangor, Me., Edward E. Guernsey; 175 Water St., Augusta, Me., Jack S. Atwood.

## The Michigan FM Network

Hutzel Bldg., Ann Arbor, Mich.

PERSONNEL

Executive .....Edward F. Baughn

STATIONS

WELL-FM, Battle Creek; WHFB-FM, Benton Harbor; WMUS-FM, Muskegon; WGRD, Grand Rapids; WMLN-FM, Mt. Clements; WAJL-FM, Flint; WOAP-FM, Owosso; WFFW, Wyandotte; WTTH-FM, Port Huron; WKNX, Saginaw; WBCK, Battle Creek; WILS, Lansing.

★

## Michigan Radio Network

1700 Stroh Bldg., Detroit 26, Mich.
Phone: CHerry 8321

PERSONNEL

General Manager.....James G. Riddell
Sales Manager.....H. S. Christian
Dir. Adv. & Sales Prom...William J. Hendricks

STATIONS

WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WELL, Battle Creek; WLAV, Grand Rapids; WGFG, Kalamazoo; WKBZ, Muskegon; WSOO, Saulte Ste. Marie; WKLA, Ludington; WHRV, Ann Arbor.

★

## New England Regional Network

26 Grove St., Hartford 15, Conn.
Phone: Hartford 2-3181

PERSONNEL

Chairman.....Paul W. Morency
Directors: J. B. Conley, John J. Boyle, William H. Rines.

STATIONS

WBZ, Boston, Mass.; WCSH, Portland, Me.; WJAR, Providence, R. I.; WLBZ, Bangor, Me.; WTIC, Hartford, Conn.; WRDO, Augusta, Me.

REPRESENTATIVE

Weed & Company

★

## Northern Broadcasting Co., Ltd.

25 King St. W., Toronto, Ont., Canada
Phone: ADelaide 8895

PERSONNEL

President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Secretary-Treasurer.....S. F. Chapman

BRANCH OFFICE

Medical Arts Bldg., Montreal, Quebec
Manager.....R. A. Leslie

STATIONS

CKGB, Timmins, Ont.; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CHEX, Peterborough, Ont.; CKWS, Kingston, Ont.

## Northwest Network

3415 University Ave., St. Paul W4, Minn.
3415 University Ave., S.E., Minneapolis, Minn.
Phone: PRior 2717

PERSONNEL

General Manager.....Stanley E. Hubbard
Treasurer.....Kenneth M. Hance
Sales Manager.....Miller C. Robertson

STATIONS

KSTP, St. Paul-Minneapolis, Minn. (Key station); WEBC, Duluth, Minn.; KYSM, Mankato, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; KROC, Rochester, Minn.; KFAM, St. Cloud, Minn.; KFYR, Bismarck, N. D.; WDAY, Fargo, N. D.; WEAU, Eau Claire, Wisc., WJMC, Rice Lake, Wisc.

NATIONAL REPRESENTATIVE

Edward Petry & Co.

★

## The Oklahoma Network

2004 Apco Tower, Oklahoma City 2, Okla.
Phone 3-8352

PERSONNEL

Managing Director.....Robert D. Enoch

STATIONS

KTOK, Oklahoma City; KGFF, Shawnee; KBIX, Muskogee; KCRC, Enid; KADA, Ada; KOME, Tulsa; KVSO, Ardmore; KTMC, McAlester; KSWO, Lawton.

NATIONAL REPRESENTATIVE

Taylor-Borroff & Co.

★

## The Pennsylvania Network

1622 Chestnut St., Philadelphia 3, Pa.
Phone: Locust 7-7700

PERSONNEL

General Manager.....Dr. Leon Levy
Asst. Manager.....J. L. Tinney
Technical Director.....George Lewis

STATIONS

WCAU, Philadelphia (key station); WGAL, Lancaster; WORK, York; WAZL, Hazleton; WEST, Easton; WSAN, Allentown; WFBG, Altoona; WERC, Erie; WLEU, Erie; WHP, Harrisburg; WKBO, Harrisburg; WJAC, Johnstown; WKST, New Castle; KDKA, Pittsburgh; WJAS, Pittsburgh; KQV, Pittsburgh; WCAE, Pittsburgh; WRAW, Reading; WARM, Scranton; WGBI, Scranton; WKOK, Sunbury; WJPA, Washington; WBRE, Wilkes-Barre; WBAX, Wilkes-Barre; WRAK, Williamsport; (Harrisburg, Scranton, Wilkes-Barre, Pittsburgh and Erie stations optional).

★

## Quaker Network

WFIL, Widener Bldg., Philadelphia 7, Pa.
Phone: Rittenhouse 6-6900

PERSONNEL

General Manager.....Roger W. Clipp
Sales Manager.....John E. Surrick

STATIONS

WFIL, Philadelphia; WEST, Easton; WORK, York; WAZL, Hazleton; WGAL, Lancaster;

WGBI, Scranton; WBRE, Wilkes Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WSAN, Allentown; WWSW, Pittsburgh; WSNJ, Bridgeton, N. J.

★

## Radio Network of Arizona

Station KOOL, Adams Hotel, Phoenix, Ariz.
Phone: 2-1748

PERSONNEL

General Manager.....Charles H. Garland
Commercial Manager.....Miles Reed

STATIONS

KCNA, Tucson; KCKY, Coolidge; KNOG, Nogales; KOOL, Phoenix.

★

## Rocky Mountain Broadcasting System

29 S. State St., Salt Lake City 1, Utah
Phone: 3-2737, 9-4322

PERSONNEL

General Manager.....Frank C. Carman
Sales Manager.....Allan Thomas

KUTA, Salt Lake, Utah; KVOG, Ogden, Utah; KCSU, Provo, Utah; KIFI,* Idaho Falls, Idaho; KEIO,* Pocatello, Idaho; KBIO, Burley, Idaho; KLIX,* Twin Falls, Idaho; KGEM,* Boise, Idaho; KOPR, Butte, Mon.

---

* Comprise a Network within a Network—sold as a group nationally and regionally as "The Gem State Network."

★

## Rural Radio Network, Inc.

118 N. Tioga St., Ithaca, N. Y.
Phone: 3341

PERSONNEL

General Manager.....R. B. Gervan
Chief Eng. & Adm. Ass't.....D. K. deNuef
Sales Manager.....H. S. Brown
Promotion Dir. and Pub. Rel.....Lou Frankel
Program Director.....R. B. Child

BRANCH OFFICE

330 W. 42nd St., New York 18, N. Y., Miller McClintock, Senior Consultant.

STATIONS

*WVFC, Ithaca, N. Y.; *WFNF, Wethersfield, N. Y.; *WVBT, Bristol Center, N. Y.; *WVCN, DeRuyter, N. Y.; *WVCV, Cherry Valley, N. Y.; *WVBN, Turin, N. Y.; **WSLB-FM, Ogdensburg, N. Y.; **WGHF, New York, N. Y.; **WHFA (WFHA), Hartford, Conn.; **WACE-FM, Springfield, Mass.

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* Owned and operated by RRN.
** Affiliated stations.

★

## Steinman Stations

8 W. King St., Lancaster, Pa.
Phone 5251

PERSONNEL

Mgr. Dir.....Clair R. McCollough
Sales Manager.....J. Robert Gulick
Program Manager.....J. Gorman Walsh
Promotion Manager.....Paul C. Rodenhauser
Technical Director.....J. E. Mathiot

STATIONS

WDEL-AM-FM-TV, Wilmington, Del.; WORK, York, Pa.; WKBO-AM-FM, Harrisburg, Pa.; WGAL-AM-FM-TV, Lancaster, Pa.; WEST-AM-FM, Easton, Pa.; WRAW, Reading, Pa.

NATIONAL REPRESENTATIVE

Radio Advertising Company

★

## Tennessee Valley Regional Network

531 S. Gay St., Knoxville 2, Tenn.
Phone: 2-7111

PERSONNEL

Business Manager (WROL).....C. H. Frazier

STATIONS

WOPI, Bristol, Tenn.-Va.; WROL, Knoxville, Tenn.; WKPT, Kingsport, Tenn.

REPRESENTATIVES

Harry E. Cummings (Jacksonville, Fla.)
Burn-Smith Co. (New York-Chicago)

★

## The Texas Quality Network

Address Individual Stations

The Texas Quality Network is a cooperative group of stations, each outlet being a sales office for the other.

PERSONNEL

Manager (KTBS).....C. K. Beaver
Manager (WFAA).....Martin Campbell
Manager (WOAI).....Hugh A. L. Halff
Manager (KPRC).....Jack Harris
Manager (KGNC).....Aubrey Jackson
Manager (KRIS).....T. Frank Smith
Manager (KRGV).....Byron W. Ogle

STATIONS

KTBS, Shreveport, La.; WFAA, Dallas; WOAI, San Antonio; KPRC, Houston; KGNC, Amarillo; KRIS, Corpus Christi; KRGV, Weslaco.

NATIONAL REPRESENTATIVES

KRIS—Free and Peters, Inc.
WFAA, KPRC, KTBS, WOAI—Edward Petry and Co., Inc.
KGNC, KGRV—Taylor-Borroff

NATIONAL REPRESENTATIVE

Edward Petry & Co., Inc.

★

## Texas State Network, Inc.

1201 West Lancaster Ave., Fort Worth 1, Texas
Phone 3-3473

PERSONNEL

President.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Secretary-Treasurer.....D. C. Hornburg
Sales & Pro. Mgr.....Clyde D. Pemberton
Traffic Manager.....Forrest W. Clough
Program Director.....Wally Blanton
Chief Engineer.....James T. Peterson

STATIONS

KFJZ, Fort Worth; KRBC, Abilene; KGKL, San Angelo; KBST, Big Spring; KCRS, Midland;

KRRV, Sherman; KPLT, Paris; KABC, San Antonio; WRR, Dallas; KCMC, Texarkana; WACO, Waco; KFRO, Longview; KKMAC, San Antonio; KBWD, Brownwood; KNOW, Austin; KTHT, Houston; KGVL, Greenville; KMHT, Marshall.

NATIONAL REPRESENTATIVE
Weed & Co.
*(See Page 627)*

★

## The Tobacco Network, Inc.

806 Odd Fellows Bldg., P. O. Box 1988,
Raleigh, North Carolina
Phone 8885-6

PERSONNEL

President.....Louis N. Howard,WHIT
Vice-President.....Victor W. Dawson,WFNC
Secy and Treas.....Fred Fletcher, WRAL
Gen. Sales Manager.....R. K. Scott

STATIONS

WFNC, Fayetteville, N. C.; WGBR, Goldsboro, N. C.; WRAL, Raleigh, N. C.; WGTC, Greenville, N. C.; WHIT, New Bern, N. C.; WINC, Jacksonville, N. C.; WTIK, Durham, N. C.; WGNI, Wilmington, N. C.

NATIONAL REPRESENTATIVES
The Walker Company

★

## The Wisconsin Network, Inc.

Nash Block, Wisconsin Rapids, Wis.
Phone: 90

PERSONNEL

President.....William F. Huffman
Secretary.....George T. Frechette
Sales Manager.....J. E. Van Ness

STATIONS

WISCONSIN: WRJN, Racine; WCLO, Janesville; WGEZ, Beloit; WIBU, Madison-Poynette; KFIZ, Fond du Lac; WHBY, Appleton; WHBL, Sheboygan; WJPG, Green Bay; WFHR, Wis. Rapids.

★

## The Wolverine Network

740 Keeler Building, Grand Rapids 2, Mich.
Phone: Glendale 4-5062

PERSONNEL

President & Gen. Mgr.....Roy C. Kelley
Vice-President.....George S. Norcross
Bus. Mgr., Asst. Sec.Treas.....J. S. Foster

STATIONS

MICHIGAN: WFUR, Grand Rapids; WKBZ, Muskegan; WKLA, Ludington, etc.; WATT, Cadillac; WTCM, Traverse City; WATZ, Alpena; WMBN, Petoskey; WDBC, Escanaba; WDMJ, Marquette; WMAM, Menominee-Marinette; WJMS, Ironwood; WIKB, Iron Mountain; WHDF, Calumet; WJPD, Ishpeming; WELL, Battle Creek; WKNX, Saginaw; WWOK, Flint; WJBK, Detroit; WILS, Lansing; WIBM, Jackson; WHLS, Port Huron. WAIT, Chicago, Ill.

## The Yankee Network

21 Brookline Ave., Boston 15, Mass.
Phone: Commonwealth 6-0800

PERSONNEL

Chairman of Board.....John Shepard 3rd
President .....William O'Neil
Executive Vice-President and Gen. Mgr.
Linus Travers
Vice-President.....George W. Steffy
Vice-President .....Tom O'Neil
Controller.....Robert F. Ide
Assistant Controller Howard F. Wright
Editor, Yankee Network News Service,
Leland Bickford
Director of Promotion.....Charles Curtin
Dir. of Stations Relations.....David Shurtleff
Continuity Director.....Paul Keyes

BOARD OF DIRECTORS

William O'Neil; Loren Angus McQueen; Samuel Smith Poor; James W. Haggerty; John Shepard 3rd; Henry Linus Travers; Frank Knowlton; Tom O'Neil; George W. Steffy.

STATIONS

WNAC, Boston; WFAU, Augusta; WJOR, Bangor; WICC, Bridgeport; WTSV, Claremont; WKXL, Concord; WSAR, Fall River; WEIM, Fitchburg; WHAL, Greenfield; WONS, Hartford; WHYN, Holyoke; WLNH, Laconia; WCOU, Lewiston-Auburn; WLLH, Lowell-Lawrence; WKBR, Manchester; WNLC, New London; WBRK, Pittsfield; WMTW, Portland; WHEB, Portsmouth-Dover; WEAN, Providence; WSYB, Rutland; WWCO, Waterbury, Conn.; WDEV, Waterbury, Vt.; WAAB, Worcester.

BRANCH OFFICES

34 Mechanic St., Worcester 8, Mass.
WAAB Supervisor.....Richard A. Cobb
Crown Hotel, Providence 2, R. I.
WEAN Supervisor.....Joseph Lopez
54 Pratt Street, Hartford 4, Conn.
WONS Supervisor.....Robert Manby
Falmouth Hotel, 212 Middle St., Portland 3, Me.
WMTW Supervisor.....William Brown
Hotel Stratfield, Bridgeport 1, Conn.
WICC Supervisor.....Dickens J. Wright

NATIONAL REPRESENTATIVE
Edward Petry & Co., Inc.

★

## Z Net

P. O. Box 1956, Butte, Montana
Phone: 2-2344

PERSONNEL

Managing Director.....E. B. Craney
Manager .....Arne E. Anzjon
Eastern Sales Manager.....Wythe Walker
Western Sales Manager.....Tracy Moore

STATIONS

KXLF, Butte; KXLK, Great Falls; KXLJ, Helena; KXLQ, Bozeman; KXLL, Missoula.

NATIONAL REPRESENTATIVE
The Walker Company

# STATIONS

*Alphabetical Listing*

•

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*Indexed by Call Letters—*
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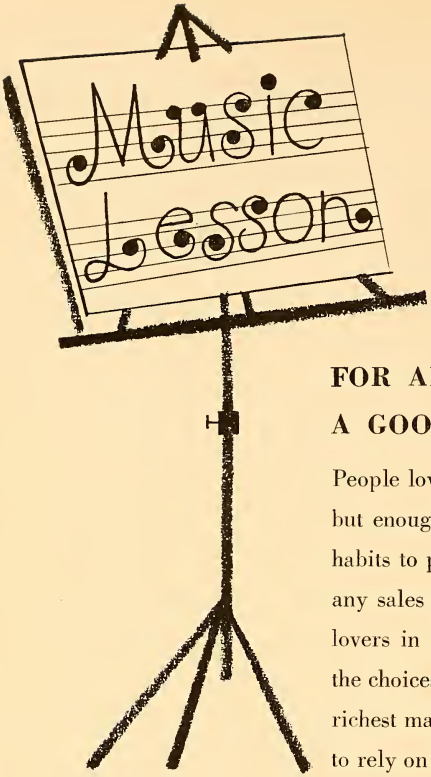


**FOR ADVERTISERS WITH A GOOD EAR FOR PROFITS**

People love good music. Not all people... but enough with good taste and fine buying habits to put a profitable crescendo into any sales campaign. To reach these music lovers in 550,000 WQXR homes... the choicest part of the world's biggest and richest market... advertisers are learning to rely on WQXR and WQXR-FM, the stations that beam more good music every day than any other radio station in New York. Is *your* ear for profits ringing? Leave it open to our overtures... they're most attractive! Today, write or wire . . . or telephone CIrcle 5-5566.

WQXR AND WQXR-FM

*The radio stations of The New York Times*

*730 Fifth Avenue, New York 19, N.Y.*

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| KFOR | Lincoln, Nebr. | 494 |
| KFOX | Long Beach, Calif. | 331 |
| KFPW | Ft. Smith, Ark. | 322 |
| KFQD | Anchorage, Alaska | 687 |
| KFRB | Fairbanks, Alaska | 687 |
| KFRC | San Francisco, Calif. | 343 |
| KFRD | Rosenberg, Tex. | 647 |
| KFRE | Fresno, Calif. | 330 |
| KFRM | Kansas City, Kans. | 485 |

| Call Letters | City—State | See Page |
|---|---|---|
| KFRO | Longview, Tex. | 643 |
| KFRU | Columbia, Mo. | 483 |
| KFSA | Ft. Smith, Ark. | 321 |
| KFSB | Joplin, Mo. | 484 |
| KFSD | San Diego, Calif. | 342 |
| KFUN | Las Vegas, N. Mex. | 506 |
| KFVD | Los Angeles, Calif. | 332 |
| KFVS | Cape Girardeau, Mo. | 483 |
| KFWB | Hollywood, Calif. | 331 |
| KFXD | Nampa, Ida. | 393 |
| KFXJ | Grand Junction, Colo. | 353 |
| KFXM | San Bernardino, Calif. | 341 |
| KFYN | Bonham, Tex. | 631 |
| KFYO | Lubbock, Tex. | 643 |
| KFYR | Bismarck, N. Dak. | 557 |
| KGA | Spokane, Wash. | 668 |
| KGAF | Gainesville, Tex. | 639 |
| KGAK | Gallup, N. Mex. | 508 |
| KGAR | Garden City, Kans. | 424 |
| KGB | San Diego, Calif. | 342 |
| KGBC | Galveston, Tex. | 639 |
| KGBS | Harlingen, Tex. | 640 |
| KGBX | Springfield, Mo. | 489 |
| KGCU | Mandan, N. Dak. | 559 |
| KGCX | Sidney, Mont. | 493 |
| KGDE | Fergus Falls, Minn. | 473 |
| KGDM | Stockton, Calif. | 348 |
| KGEK | Sterling, Colo. | 355 |
| KGEM | Boise, Ida. | 391 |
| KGER | Long Beach, Calif. | 332 |
| KGEZ | Kalispell, Mont. | 492 |
| KGFF | Shawnee, Okla. | 575 |
| KGFJ | Hollywood, Calif. | 331 |
| KGFL | Roswell, N. Mex. | 506 |
| KGFN | Grass Valley, Calif. | 330 |
| KGFW | Kearney, Nebr. | 494 |
| KGFX | Pierre, S. Dak. | 616 |
| KGGF | Coffeyville, Kans. | 423 |
| KGGM | Albuquerque, N. Mex. | 505 |
| KGHF | Pueblo, Colo. | 354 |
| KGHI | Little Rock, Ark. | 324 |
| KGHL | Billings, Mont. | 490 |
| KGIL | Sherman Oaks, Calif. | 348 |
| KGIW | Alamosa, Colo. | 350 |
| KGKB | Tyler, Tex. | 651 |
| KGKL | San Angelo, Tex. | 647 |
| KGLC | Miami, Okla. | 573 |
| KGLO | Mason City, Ia. | 418 |
| KGLU | Safford, Ariz. | 319 |
| KGMB | Honolulu, T. H. | 688 |
| KGNC | Amarillo, Tex. | 628 |
| KGNO | Dodge City, Kans. | 423 |
| KGO | San Francisco, Calif. | 343 |
| KGON | Oregon City, Ore. | 580 |
| KGRH | Fayetteville, Ark. | 321 |
| KGRI | Henderson, Tex. | 640 |
| KGU | Honolulu, T. H. | 689 |
| KGVL | Greenville, Tex. | 640 |
| KGVO | Missoula, Mont. | 493 |
| KGW | Portland, Ore. | 580 |
| KGY | Olympia, Wash. | 666 |
| KGYN | Guymon, Okla. | 572 |
| KGYW | Vallejo, Calif. | 349 |
| KHAS | Hastings, Nebr. | 494 |
| KHBC | Hilo, T. H. | 688 |
| KHBG | Okmulgee, Okla. | 575 |
| KHBR | Hillsboro, Tex. | 640 |
| KHIT | Lampasas, Tex. | 643 |
| KHJ | Los Angeles, Calif. | 332 |
| KHMO | Hannibal, Mo. | 483 |
| KHON | Honolulu, T. H. | 689 |
| KHOZ | Harrison, Ark. | 322 |
| KHQ | Spokane, Wash. | 668 |
| KHSL | Chico, Calif. | 328 |
| KHUB | Watsonville, Calif. | 349 |
| KHUM | Eureka, Calif. | 329 |
| KHUZ | Borger, Tex. | 631 |
| KIBH | Seward, Alaska | 688 |
| KICA | Clovis, N. Mex. | 506 |
| KICD | Spencer, Ia. | 420 |
| KICN | Mason City, Ia. | 418 |
| KICO | Calexico, Calif. | 328 |
| KID | Idaho Falls, Ida. | 392 |
| KIDO | Boise, Ida. | 391 |
| KIEM | Eureka, Calif. | 329 |
| KIEV | Glendale, Calif. | 330 |
| KIFI | Idaho Falls, Ida. | 392 |
| KIHN | Hugo, Okla. | 573 |
| KIHO | Sioux Falls, S. Dak. | 616 |
| KIJV | Huron, S. Dak. | 615 |
| KILO | Grand Forks, N. Dak. | 557 |
| KIMA | Yakima, Wash. | 670 |
| KIMO | Independence, Mo. | 484 |
| KIMP | Mount Pleasant, Tex. | 645 |
| KIND | Independence, Kans. | 425 |
| KING | Seattle, Wash. | 667 |
| KINY | Juneau, Alaska | 688 |
| KIOA | Des Moines, Ia. | 416 |
| KIOX | Bay City, Tex. | 629 |
| KIPA | Hilo, T. H. | 688 |
| KIRO | Seattle, Wash. | 667 |
| KIRX | Kirksville, Mo. | 485 |
| KISD | Sioux Falls, S. Dak. | 616 |
| KIST | Santa Barbara, Calif. | 346 |
| KIT | Yakima, Wash. | 671 |
| KITE | San Antonio, Tex. | 648 |
| KITO | San Bernardino, Calif. | 341 |
| KIUL | Garden City, Kans. | 424 |
| KIUN | Pecos, Tex. | 646 |
| KIUP | Durango, Colo. | 353 |
| KIXL | Dallas, Tex. | 633 |
| KIYI | Shelby, Mont. | 493 |
| KJAM | Vernal Utah | 656 |
| KJBS | San Francisco, Calif. | 343 |
| KJR | Seattle, Wash. | 667 |
| KJSK | Columbus, Nebr. | 494 |
| KKIN | Visalia, Calif. | 349 |
| KLAC | Los Angeles, Calif. | 333 |
| KLAS | Las Vegas, Nev. | 497 |
| KLBM | La Grande, Ore. | 579 |
| KLCN | Blytheville, Ark. | 321 |
| KLEE | Houston, Tex. | 641 |
| KLER | Rochester, Minn. | 474 |
| KLIF | Dallas, Tex. | 635 |
| KLIX | Twin Falls, Ida. | 393 |
| KLIZ | Brainerd, Minn. | 471 |

| Call Letters | City—State | See Page |
|---|---|---|
| KLKC | Parsons, Kans. | 425 |
| KLMR | Lamar, Colo. | 354 |
| KLO | Ogden, Utah | 653 |
| KLOK | San Jose, Calif. | 344 |
| KLOU | Lake Charles, La. | 437 |
| KLPM | Minot, N. Dak. | 559 |
| KLPR | Oklahoma City, Okla. | 574 |
| KLRA | Little Rock, Ark. | 324 |
| KLTI | Longview, Tex. | 643 |
| KLUF | Galveston, Tex. | 639 |
| KLWT | Lebanon, Mo. | 487 |
| KLX | Oakland, Calif. | 338 |
| KLZ | Denver, Colo. | 351 |
| KMA | Shenandoah, Ia. | 419 |
| KMAC | San Antonio, Tex. | 648 |
| KMAE | McKinney, Tex. | 644 |
| KMBC | Kansas City, Mo. | 485 |
| KMED | Medford, Ore. | 579 |
| KMHK | Mitchell, S. Dak. | 616 |
| KMHL | Marshall, Minn. | 473 |
| KMHT | Marshall, Tex. | 644 |
| KMJ | Fresno, Calif. | 330 |
| KMLB | Monroe, La. | 437 |
| KMMJ | Grand Island, Nebr. | 494 |
| KMO | Tacoma, Wash. | 669 |
| KMON | Great Falls, Mont. | 491 |
| KMOX | St. Louis, Mo. | 488 |
| KMPC | Los Angeles, Calif. | 333 |
| KMSU | Missoula, Mont. | 493 |
| KMUR | Murray, Utah | 653 |
| KMUS | Muskogee, Okla. | 573 |
| KMVI | Wailuku, T. H. | 689 |
| KMYC | Marysville, Calif. | 334 |
| KMYR | Denver, Colo. | 351 |
| KNAF | Fredericksburg, Tex. | 639 |
| KNAK | Salt Lake City, Utah | 655 |
| KNBC | San Francisco, Calif. | 343 |
| KNEB | Scottsbluff, Nebr. | 496 |
| KNEL | Brady, Tex. | 631 |
| KNET | Palestine, Tex. | 646 |
| KNEW | Spokane, Wash. | 668 |
| KNGS | Hanford, Calif. | 331 |
| KNOE | Monroe, La. | 437 |
| KNOG | Nogales, Ariz. | 318 |
| KNOW | Austin, Tex. | 628 |
| KNOX | Grand Forks, N. Dak. | 559 |
| KNPT | Newport, Ore. | 580 |
| KNUZ | Houston, Tex. | 641 |
| KNX | Los Angeles, Calif. | 334 |
| KOA | Denver, Colo. | 351 |
| KOAL | Price, Utah | 654 |
| KOAM | Pittsburgh, Kans. | 425 |
| KOAT | Albuquerque, N. Mex. | 505 |
| KOB | Albuquerque, N. Mex. | 505 |
| KOBE | Las Cruces, N. Mex. | 506 |
| KOCA | Kilgore, Tex. | 642 |
| KOCO | Salem, Ore. | 581 |
| KOCS | Ontario, Calif. | 338 |
| KOCY | Oklahoma City, Okla. | 574 |
| KODI | Cody, Wyo. | 685 |
| KODL | The Dalles, Ore. | 578 |
| KODY | N. Platte, Nebr. | 495 |
| KOGT | Orange, Tex. | 646 |
| KOH | Reno, Nev. | 497 |
| KOIL | Omaha, Nebr. | 496 |
| KOIN | Portland, Ore. | 581 |
| KOJM | Havre, Mont. | 492 |
| KOKO | La Junta, Colo. | 354 |
| KOKX | Keokuk, Ia. | 418 |
| KOL | Seattle, Wash. | 667 |
| KOLE | Port Arthur, Tex. | 647 |
| KOLN | Lincoln, Nebr. | 495 |
| KOLO | Reno, Nev. | 497 |
| KOLT | Scottsbluff, Nebr. | 496 |
| KOMA | Oklahoma City, Okla. | 574 |
| KOME | Tulsa, Okla. | 576 |
| KOMO | Seattle, Wash. | 667 |
| KOMW | Omak, Wash. | 666 |
| KONO | San Antonio, Tex. | 649 |
| KONP | Port Angeles, Wash. | 666 |
| KOOL | Phoenix, Ariz. | 318 |
| KOOS | Coos Bay, Ore. | 577 |
| KOPO | Tucson, Ariz. | 320 |
| KOPP | Ogden, Utah | 654 |
| KOPR | Butte, Mont. | 491 |
| KORA | Bryan, Tex. | 632 |
| KOMW | Omak, Wash. | 666 |
| KORC | Mineral Wells, Tex | 645 |
| KORE | Eugene, Ore. | 578 |
| KORN | Fremont, Nebr. | 494 |
| KOSA | Odessa, Tex. | 645 |
| KOSF | Nacogdoches, Tex. | 645 |
| KOTA | Rapid City, S. Dak. | 616 |
| KOTN | Pine Bluff, Ark. | 325 |
| KOVC | Valley City, N. Dak. | 559 |
| KOVE | Lander, Wyo. | 685 |
| KOVO | Provo, Utah | 654 |
| KOWB | Laramie, Wyo. | 685 |
| KOWL | Santa Monica, Calif. | 347 |
| KOWH | Omaha, Nebr. | 496 |
| KOY | Phoenix, Ariz. | 318 |
| KPAB | Laredo, Tex. | 643 |
| KPAC | Port Arthur, Tex. | 647 |
| KPAN | Hereford, Tex. | 640 |
| KPAS | Banning, Calif. | 327 |
| KPBX | Beaumont, Tex. | 630 |
| KPDN | Pampa, Tex. | 646 |
| KPDQ | Portland, Ore. | 581 |
| KPET | Lamesa, Tex. | 642 |
| KPHC | Walsenburg, Colo. | 355 |
| KPHO | Phoenix, Ariz. | 319 |
| KPIK | San Luis Obispo, Calif. | 345 |
| KPKW | Pasco, Wash. | 666 |
| KPLC | Lake Charles, La. | 437 |
| KPLT | Paris, Tex. | 646 |
| KPMC | Bakersfield, Calif. | 327 |
| KPMO | Pomona, Calif. | 339 |
| KPOA | Honolulu, T. H. | 689 |
| KPOJ | Portland, Ore. | 581 |
| KPOW | Powell, Wyo. | 685 |
| KPQ | Wenatchee, Wash. | 670 |
| KPRC | Houston, Tex. | 641 |
| KPRK | Livingston, Mont. | 492 |
| KPRL | Paso Robles, Calif. | 339 |
| KPRO | Riverside, San Bernardino, Calif. | 340 |
| KPUG | Bellingham, Wash. | 664 |

| Call Letters | City—State | See Page |
|---|---|---|
| KQV | Pittsburgh, Pa. | 599 |
| KQW | San Jose, Calif. | 345 |
| KRAI | Craig, Colo. | 351 |
| KRAL | Rawlins, Wyo. | 685 |
| KRAM | Las Vegas, Nev. | 497 |
| KRBA | Lufkin, Tex. | 644 |
| KRBC | Abilene, Tex. | 626 |
| KRCT | Baytown, Tex. | 630 |
| KRDO | Colorado Springs, Colo. | 351 |
| KRDU | Dinuba, Calif. | 329 |
| KRE | Berkeley, Calif. | 328 |
| KREI | Farmington, Mo. | 483 |
| KREL | Bayton, Tex. | 630 |
| KREM | Spokane, Wash. | 669 |
| KREO | Indio, Calif. | 331 |
| KRES | St. Joseph, Mo. | 487 |
| KRGV | Weslaco, Tex. | 652 |
| KRHD | Duncan, Okla. | 571 |
| KRIC | Beaumont, Tex. | 630 |
| KRIG | Odessa, Tex. | 646 |
| KRIO | McAllen, Tex. | 644 |
| KRIS | Corpus Christi, Tex. | 633 |
| KRJF | Miles City, Mont. | 492 |
| KRKD | Los Angeles, Calif. | 334 |
| KRKL | Kirkland, Wash. | 665 |
| KRKO | Everett, Wash. | 665 |
| KRLC | Lewiston, Ida. | 392 |
| KRLD | Dallas, Tex. | 635 |
| KRLN | Cannon City, Colo. | 350 |
| KRMD | Shreveport, La. | 440 |
| KRNO | San Bernardino, Calif. | 341 |
| KRNR | Roseburg, Ore. | 581 |
| KRNT | Des Moines, Ia. | 416 |
| KROC | Rochester, Minn. | 474 |
| KROD | El Paso, Tex. | 637 |
| KROF | Abbeville, La. | 435 |
| KROP | Brawley, Calif. | 328 |
| KROS | Clinton, Ia. | 414 |
| KROW | Oakland, Calif. | 338 |
| KROX | Crookston, Minn. | 471 |
| KROY | Sacramento, Calif. | 340 |
| KRPL | Moscow, Ida. | 392 |
| KRRV | Sherman-Denison, Tex. | 649 |
| KRSC | Seattle, Wash. | 668 |
| KRST | Tyler, Tex. | 651 |
| KRTN | Raton, N. Mex. | 506 |
| KRUL | Corvallis, Ore. | 578 |
| KRUN | Ballinger, Tex. | 629 |
| KRUS | Ruston, La. | 440 |
| KRUX | Glendale-Phoenix, Ariz. | 318 |
| KRUZ | Santa Cruz, Calif. | 347 |
| KSAL | Salina, Kans. | 425 |
| KSAM | Huntsville, Tex. | 642 |
| KSAN | San Francisco, Calif. | 344 |
| KSBW | Salinas, Calif. | 341 |
| KSCB | Liberal, Kans. | 425 |
| KSCJ | Sioux City, Ia. | 419 |
| KSCO | Santa Cruz, Calif. | 347 |
| KSD | St. Louis, Mo. | 487 |
| KSDN | Aberdeen, S. Dak. | 615 |
| KSEI | Pocatello, Ida. | 393 |
| KSEK | Pittsburgh, Kans. | 425 |
| KSEL | Lubbock, Tex. | 644 |
| KSEM | Moses Lake, Wash | 666 |
| KSEO | Durant, Okla. | 572 |
| KSET | El Paso, Tex. | 637 |
| KSFA | Nacogdoches, Tex. | 645 |
| KSFE | Needles, Calif. | 335 |
| KSFO | San Francisco, Calif. | 343 |
| KSFT | Trinidad, Colo. | 355 |
| KSGM | Ste. Genevieve, Mo. | 489 |
| KSGN | Sanger, Calif. | 344 |
| KSIB | Creston, Ia. | 415 |
| KSIG | Crowley, La. | 436 |
| KSIL | Silver City, N. Mex. | 507 |
| KSIM | Sikeston, Mo. | 489 |
| KSIW | Woodward, Okla. | 576 |
| KSIX | Corpus Christi, Tex. | 633 |
| KSJB | Jamestown, N. Dak. | 559 |
| KSJO | San Jose, Calif. | 345 |
| KSKY | Dallas, Tex. | 635 |
| KSL | Salt Lake City, Utah | 655 |
| KSLM | Salem, Ore. | 582 |
| KSLO | Opelousas, La. | 440 |
| KSMA | Santa Maria, Calif. | 347 |
| KSMI | Seminole, Okla. | 575 |
| KSMN | Mason City, Ia. | 418 |
| KSMO | San Mateo, Calif. | 345 |
| KSO | Des Moines, Ia. | 416 |
| KSOK | Arkansas City, Kans. | 423 |
| KSON | San Diego, Calif. | 342 |
| KSOO | Sioux Falls, S. Dak. | 616 |
| KSPA | Santa Paula, Calif. | 347 |
| KSPI | Stillwater, Okla. | 575 |
| KSPR | Casper, Wyo. | 684 |
| KSPT | Preston, Ida. | 393 |
| KSRO | Santa Rosa, Calif. | 347 |
| KSRV | Ontario, Ore. | 580 |
| KSST | Sulphur Springs, Tex. | 650 |
| KSTA | Coleman, Tex. | 632 |
| KSTB | Breckenridge, Tex. | 631 |
| KSTL | St. Louis, Mo. | 488 |
| KSTP | St. Paul-Minneapolis, Minn. | 475 |
| KSTT | Davenport, Ia. | 415 |
| KSTV | Stephenville, Tex. | 650 |
| KSUB | Cedar City, Utah | 653 |
| KSUE | Susanville, Calif. | 348 |
| KSUN | Bisbee, Ariz. | 317 |
| KSVC | Richfield, Utah | 654 |
| KSVP | Artesia, N. Mex. | 505 |
| KSWA | Graham, Tex. | 640 |
| KSWI | Council Bluffs, Ia. | 414 |
| KSWM | Joplin, Mo. | 484 |
| KSWO | Lawton, Okla. | 573 |
| KSWS | Roswell, N. Mex. | 507 |
| KSYC | Yreka, Calif. | 350 |
| KSYL | Alexandria, La. | 435 |
| KTAE | Taylor, Tex. | 650 |
| KTAN | Sherman, Tex. | 649 |
| KTAR | Phoenix, Ariz. | 319 |
| KTAT | Frederick, Okla. | 572 |
| KTBB | Tyler, Tex. | 651 |
| KTBC | Austin, Tex. | 629 |
| KTBI | Tacoma, Wash. | 669 |
| KTBS | Shreveport, La. | 440 |
| KTEM | Temple, Tex. | 650 |
| KTFI | Twin Falls, Ida. | 394 |
| KTFS | Texarkana, Tex | 651 |
| KTHS | Hot Springs, Ark. | 323 |

| Call Letters | City—State | See Page |
|---|---|---|
| KTHT | Houston, Tex. | 641 |
| KTIL | Tillamook, Ore. | 582 |
| KTIM | San Rafael, Calif. | 346 |
| KTIP | Porterville, Calif. | 339 |
| KTJS | Hobart, Okla. | 572 |
| KTKC | Visalia, Calif. | 349 |
| KTKN | Ketchikan, Alaska | 688 |
| KTKR | Taft, Calif. | 348 |
| KTLN | Denver, Colo. | 352 |
| KTLW | Texas City, Tex. | 651 |
| KTMC | McAlester, Okla. | 573 |
| KTMS | Santa Barbara, Calif. | 346 |
| KTNM | Tucumcari, N. Mex. | 507 |
| KTOH | Lihue, Kauai, T. H. | 689 |
| KTOK | Oklahoma City, Okla. | 574 |
| KTOP | Topeka, Kans. | 426 |
| KTOW | Oklahoma City, Okla. | 574 |
| KTRB | Modesto, Calif. | 335 |
| KTRC | Santa Fe, N. Mex. | 507 |
| KTRE | Lufkin, Tex. | 644 |
| KTRF | Thief River Falls, Minn. | 475 |
| KTRH | Houston, Tex. | 641 |
| KTRI | Sioux City, Ia. | 419 |
| KTRM | Beaumont, Tex. | 631 |
| KTRN | Wichita Falls, Tex. | 653 |
| KTRY | Bastrop, La. | 435 |
| KTSA | San Antonio, Tex. | 649 |
| KTSM | El Paso, Tex. | 637 |
| KTSW | Emporia, Kans. | 423 |
| KTTR | Rolla, Mo. | 487 |
| KTTS | Springfield, Mo. | 489 |
| KTUC | Tucson, Ariz. | 320 |
| KTUL | Tulsa, Okla. | 576 |
| KTW | Seattle, Wash. | 668 |
| KTXJ | Jasper, Tex. | 642 |
| KTXL | San Angelo, Tex. | 648 |
| KTXN | Austin, Tex. | 629 |
| KTYL | Mesa, Ariz. | 318 |
| KUBA | Yuba City, Calif. | 350 |
| KUBC | Montrose, Calif. | 354 |
| KUCB | Blythe, Calif. | 328 |
| KUGN | Eugene, Ore. | 578 |
| KUIN | Grants Pass, Ore. | 579 |
| KUJ | Walla Walla, Wash. | 670 |
| KULA | Honolulu, T. H. | 689 |
| KULP | El Campo, Tex. | 636 |
| KUOA | Siloam Springs, Ark. | 325 |
| KURV | Edinburg, Tex. | 636 |
| KUSN | San Diego, Calif. | 342 |
| KUTA | Salt Lake City, Utah | 656 |
| KVAI | Amarillo, Tex. | 628 |
| KVAK | Atchinson, Kans. | 423 |
| KVAL | Brownsville, Tex. | 632 |
| KVAN | Vancouver, Wash. | 669 |
| KVCV | Redding, Calif. | 340 |
| KVEC | San Luis Obispo, Calif. | 345 |
| KVEN | Ventura, Calif. | 349 |
| KVER | Albuquerque, N. Mex. | 505 |
| KVET | Austin, Tex. | 629 |
| KVFD | Ft. Dodge, Ia. | 417 |
| KVGB | Great Bend, Kans. | 424 |
| KVI | Tacoma-Seattle, Wash. | 669 |
| KVIC | Victoria, Tex. | 652 |
| KVKM | Monahans, Tex. | 645 |
| KVLC | Little Rock, Ark. | 324 |
| KVLF | Alpine, Tex. | 628 |
| KVLH | Pauls Valley, Okla. | 575 |
| KVMA | Magnolia, Ark. | 324 |
| KVMV | Twin Falls, Ida. | 394 |
| KVNI | Coeur d'Alene, Ida. | 392 |
| KVNJ | Fargo, N. Dak. | 557 |
| KVNU | Logan, Utah | 653 |
| KVOA | Tucson, Ariz. | 320 |
| KVOB | Alexandria, La. | 435 |
| KVOC | Casper, Wyo. | 684 |
| KVOD | Denver, Colo. | 352 |
| KVOE | Santa Ana, Calif. | 346 |
| KVOG | Ogden, Utah | 654 |
| KVOL | Lafayette, La. | 437 |
| KVON | Napa, Calif. | 335 |
| KVOO | Tulsa, Okla. | 576 |
| KVOP | Plainview, Tex. | 647 |
| KVOR | Colorado Springs, Colo. | 351 |
| KVOS | Bellingham, Wash. | 665 |
| KVOU | Uvalde, Tex. | 651 |
| KVOW | Littlefield, Tex. | 643 |
| KVOX | Moorhead, Minn. | 474 |
| KVRC | Arkadelphia, Ark. | 321 |
| KVRH | Salida, Colo. | 355 |
| KVRS | Rock Springs, Wyo. | 685 |
| KVSF | Santa Fe, N. Mex. | 507 |
| KVSM | San Mateo, Calif. | 346 |
| KVSO | Ardmore, Okla. | 571 |
| KVVC | Ventura, Calif. | 349 |
| KVWC | Vernon, Tex. | 651 |
| KWAD | Wadena, Minn. | 475 |
| KWAK | Stuttgart, Ark. | 325 |
| KWAL | Wallace, Ida. | 394 |
| KWAT | Watertown, S. Dak. | 617 |
| KWBC | Ft. Worth, Tex. | 637 |
| KWBM | Williston, N. Dak. | 559 |
| KWBR | Oakland, Calif. | 338 |
| KWBU | Corpus Christi, Tex. | 633 |
| KWBW | Hutchinson, Kans. | 424 |
| KWCJ | Natchitoches, La. | 438 |
| KWCO | Chickasha, Okla. | 571 |
| KWDM | Des Moines, Ia. | 416 |
| KWED | Seguin, Tex. | 649 |
| KWEI | Weiser, Ida. | 391 |
| KWEM | West Memphis, Ark. | 325 |
| KWEW | Hobbs, N. Mex. | 506 |
| KWFC | Hot Springs, Ark. | 323 |
| KWFT | Wichita Falls, Tex. | 653 |
| KWG | Stockton, Calif. | 348 |
| KWGB | Goodland, Kans. | 424 |
| KWHI | Brenham, Tex. | 631 |
| KWHK | Hutchinson, Kans. | 424 |
| KWHN | Ft. Smith, Ark. | 322 |
| KWHW | Altus, Okla. | 571 |
| KWIK | Burbank, Calif. | 328 |
| KWIL | Albany, Ore. | 577 |
| KWIN | Ashland, Ore. | 577 |
| KWJB | Globe, Ariz. | 318 |
| KWJJ | Portland, Ore. | 581 |
| KWK | St. Louis, Mo. | 488 |
| KWKC | Abilene, Tex. | 626 |
| KWKH | Shreveport, La. | 440 |
| KWKW | Pasadena, Calif. | 339 |
| KWLK | Longview, Wash. | 665 |
| KWLM | Willmar, Minn. | 476 |

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| KWNW | Wenatchee, Wash. | 670 |
| KWOA | Worthington, Minn. | 476 |
| KWOC | Poplar Bluff, Mo. | 487 |
| KWON | Bartlesville, Okla. | 571 |
| KWOR | Worland, Wyo. | 686 |
| KWOS | Jefferson City, Mo. | 484 |
| KWPC | Muscatine, Ia. | 419 |
| KWPM | West Plains, Mo. | 490 |
| KWRC | Pendleton, Ore. | 580 |
| KWRL | Riverton, Wyo. | 685 |
| KWRN | Reno, Nev. | 498 |
| KWRO | Coquville, Ore. | 577 |
| KWRZ | Flagstaff, Ariz. | 318 |
| KWSD | Mt. Shasta, Calif. | 335 |
| KWSL | Lake Charles, La. | 437 |
| KWTC | Barstow, Calif. | 327 |
| KWTO | Springfield, Mo. | 489 |
| KWTX | Waco, Tex. | 652 |
| KWWB | Walla Walla, Wash. | 670 |
| KWWL | Waterloo, Ia. | 421 |
| KWYO | Sheridan, Wyo. | 686 |
| KXA | Seattle, Wash. | 668 |
| KXAR | Hope, Ark. | 323 |
| KXEL | Waterloo, Ia. | 421 |
| KXEO | Mexico, Mo. | 487 |
| KXGI | Fort Madison, Ia. | 417 |
| KXGN | Glendive, Mont. | 491 |
| KXIC | Iowa City, Ia. | 418 |
| KXIT | Dalhart, Tex. | 633 |
| KXL | Portland, Ore. | 581 |
| KXLA | Pasadena, Calif. | 339 |
| KXLE | Ellensburg, Wash. | 665 |
| KXLF | Butte, Mont. | 491 |
| KXLJ | Helena, Mont. | 492 |
| KXLK | Great Falls, Mont. | 491 |
| KXLL | Missoula, Mont. | 493 |
| KXLO | Lewistown, Mont. | 492 |
| KXLQ | Bozeman, Mont. | 490 |
| KXLR | N. Little Rock, Ark. | 324 |
| KXLW | St. Louis, Mo. | 488 |
| KXLY | Spokane, Wash. | 669 |
| KXO | El Centro, Calif. | 329 |
| KXOA | Sacramento, Calif. | 341 |
| KXOB | Stockton, Calif. | 348 |
| KXOK | St. Louis, Mo. | 488 |
| KXOL | Ft. Worth, Tex. | 639 |
| KXOX | Sweetwater, Tex. | 650 |
| KXRJ | Russellville, Ark. | 325 |
| KXRN | Renton, Wash. | 667 |
| KXRO | Aberdeen, Wash. | 664 |
| KXRX | San Jose, Calif. | 345 |
| KXXL | Reno, Nev. | 498 |
| KXXX | Colby, Kans. | 423 |
| KXYZ | Houston, Tex. | 642 |
| KYA | San Francisco, Calif. | 344 |
| KYAK | Yakima, Wash. | 671 |
| KYCA | Prescott, Ariz. | 319 |
| KYJC | Medford, Ore. | 579 |
| KYNO | Fresno, Calif. | 330 |
| KYOR | San Diego, Calif. | 343 |
| KYOS | Merced, Calif. | 335 |
| KYOU | Greeley, Colo. | 353 |
| KYSC | Yuma, Ariz. | 320 |
| KYSM | Mankato, Minn. | 473 |
| KYUM | Yuma, Ariz. | 320 |
| KYW | Philadelphia, Pa. | 595 |
| WAAB | Worcester, Mass. | 457 |
| WAAF | Chicago, Ill. | 396 |
| WAAT | Newark, N. J. | 503 |
| WABB | Mobile, Ala. | 314 |
| WABI | Bangor, Me. | 441 |
| WABJ | Adrian, Mich. | 459 |
| WABY | Albany, N. Y. | 509 |
| WABZ | Albemarle, N. C. | 543 |
| WACA | Camden, S. C. | 610 |
| WACB | Kittanning, Pa. | 590 |
| WACE | Chicopee, Mass. | 453 |
| WACO | Waco, Tex. | 652 |
| WACR | Starkville, Miss. | 480 |
| WADC | Akron, O. | 561 |
| WADE | Wadesboro, N. C. | 554 |
| WAEB | Allentown, Pa. | 582 |
| WAEL | Mayaguez, P. R. | 690 |
| WAFB | Baton Rouge, La. | 435 |
| WAGA | Atlanta, Ga. | 377 |
| WAGC | Chattanooga, Tenn. | 617 |
| WAGE | Syracuse, N. Y. | 538 |
| WAGF | Dothan, Ala. | 312 |
| WAGM | Presque Isle, Me. | 443 |
| WAIM | Anderson, S. C. | 609 |
| WAIR | Winston-Salem, N. C. | 556 |
| WAIT | Chicago, Ill. | 396 |
| WAJR | Morgantown, W. Va. | 674 |
| WAKR | Akron, O. | 561 |
| WALA | Mobile, Ala. | 314 |
| WALB | Albany, Ga. | 377 |
| WALD | Waterboro, S. C. | 615 |
| WALE | Fall River, Mass. | 453 |
| WALL | Middletown, N. Y. | 517 |
| WALT | Tampa, Fla. | 374 |
| WAML | Laurel, Miss. | 479 |
| WAMS | Wilmington, Del. | 361 |
| WAND | Canton, O. | 562 |
| WANE | Ft. Wayne, Ind. | 408 |
| WANN | Annapolis, Md. | 445 |
| WAOV | Vincennes, Ind. | 413 |
| WAPA | San Juan, P. R. | 691 |
| WAPF | McComb, Miss. | 479 |
| WAPI | Birmingham, Ala. | 310 |
| WAPO | Chattanooga, Tenn. | 618 |
| WAPX | Montgomery, Ala. | 315 |
| WARC | Rochester, N. Y. | 535 |
| WARD | Johnstown, Pa. | 590 |
| WARK | Hagerstown, Md. | 449 |
| WARL | Arlington, Va. | 657 |
| WARM | Scranton, Pa. | 602 |
| WASA | Havre De Grace, Md. | 449 |
| WASK | Lafayette, Ind. | 412 |
| WASL | Annapolis, Md. | 445 |
| WATK | Antigo, Wisc. | 676 |
| WATL | Atlanta, Ga. | 379 |
| WATN | Watertown, N. Y. | 540 |
| WATO | Oak Ridge, Tenn. | 625 |
| WATR | Waterbury, Conn. | 359 |
| WATT | Cadillac, Mich. | 461 |
| WATW | Ashland, Wisc. | 676 |
| WATZ | Alpena, Mich. | 459 |
| WAUD | Auburn, Ala. | 309 |
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| WAVU | Albertville, Ala. | 309 |
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| WAYB | Waynesboro, Va. | 664 |
| WAYN | Rockingham, N. C. | 553 |
| WAYS | Charlotte, N. C. | 544 |
| WAYX | Waycross, Ga. | 390 |
| WAZF | Yazoo City, Miss. | 481 |
| WAZL | Hazleton, Pa. | 589 |
| WBAB | Atlantic City, N. J. | 501 |
| WBAC | Cleveland, Tenn. | 618 |
| WBAL | Baltimore, Md. | 445 |
| WBAP | Ft. Worth, Tex. | 639 |
| WBAT | Marion, Ind. | 412 |
| WBAX | Wilkes-Barre, Pa. | 605 |
| WBAY | Coral Gables, Fla. | 364 |
| WBBB | Burlington, N. C. | 544 |
| WBBC | Flint, Mich. | 463 |
| WBBL | Richmond, Va. | 662 |
| WBBM | Chicago, Ill. | 396 |
| WBBO | Forest City, N. C. | 547 |
| WBBQ | Augusta, Ga. | 381 |
| WBBZ | Ponca City, Okla. | 575 |
| WBCC | Bethesda, Md. | 448 |
| WBCK | Battle Creek, Mich. | 459 |
| WBCM | Bay City, Mich. | 461 |
| WBEC | Pittsfield, Mass. | 456 |
| WBEJ | Elizabethton-Johnson City, Tenn. | 619 |
| WBEL | Beloit, Wis. | 677 |
| WBEN | Buffalo, N. Y. | 511 |
| WBET | Brockton, Mass. | 452 |
| WBEX | Chillicothe, O. | 562 |
| WBGE | Atlanta, Ga. | 379 |
| WBHB | Fitzgerald, Ga. | 384 |
| WBHF | Cartersville, Ga. | 382 |
| WBHP | Huntsville, Ala. | 313 |
| WBIG | Greensboro, N. C. | 547 |
| WBIR | Knoxville, Tenn. | 620 |
| WBIS | Bristol, Conn. | 356 |
| WBIW | Bedford, Ind. | 407 |
| WBIZ | Eau Claire, Wis. | 677 |
| WBKA | Brockton, Mass. | 452 |
| WBLJ | Dalton, Ga. | 383 |
| WBLK | Clarksburg, W. Va. | 672 |
| WBMD | Baltimore, Md. | 445 |
| WBML | Macon, Ga. | 385 |
| WBMS | Boston, Mass. | 451 |
| WBNS | Columbus, O. | 565 |
| WBNX | New York, N. Y. | 519 |
| WBNY | Buffalo, N. Y. | 511 |
| WBOB | Galax, Va. | 659 |
| WBOC | Salisbury, Md. | 449 |
| WBOW | Terre Haute, Ind. | 413 |
| WBPZ | Lock Haven, Pa. | 592 |
| WBRC | Birmingham, Ala. | 310 |
| WBRE | Wilkes-Barre, Pa. | 603 |
| WBRK | Pittsfield, Mass. | 456 |
| WBRW | Welch, W. Va. | 675 |
| WBRY | Waterbury, Conn. | 360 |
| WBSC | Bennettsville, S. C. | 609 |
| WBSR | Pensacola, Fla. | 373 |
| WBT | Charlotte, N. C. | 544 |
| WBTA | Batavia, N. Y. | 510 |
| WBTH | Williamson, W. Va. | 676 |
| WBTM | Danville, Va. | 659 |
| WBUD | Morrisville, Pa. | 593 |
| WBUX | Doylestown, Pa. | 586 |
| WBUY | Lexington, N. C. | 550 |
| WBVP | Beaver Falls, Pa. | 583 |
| WBYS | Canton, Ill. | 395 |
| WBZ | Boston, Mass. | 451 |
| WBZA | Springfield, Mass. | 451 |
| WCAE | Pittsburgh, Pa. | 599 |
| WCAM | Camden, N. J. | 501 |
| WCAO | Baltimore, Md. | 445 |
| WCAP | Asbury Park, N. J. | 501 |
| WCAR | Pontiac, Mich. | 468 |
| WCAU | Philadelphia, Pa. | 595 |
| WCAV | Norfolk, Va. | 661 |
| WCAW | Charleston, W. Va. | 672 |
| WCAX | Burlington, Vt. | 656 |
| WCAZ | Carthage, Ill. | 396 |
| WCBC | Anderson, Ind. | 407 |
| WCBD | Chicago, Ill. | 397 |
| WCBI | Columbus, Miss. | 477 |
| WCBM | Baltimore, Md. | 447 |
| WCBS | New York, N. Y. | 519 |
| WCBT | Roanoke Rapids, N. C. | 552 |
| WCCC | Hartford, Conn. | 356 |
| WCCM | Lawrence-Lowell, Mass. | 454 |
| WCCO | Minneapolis, Minn. | 473 |
| WCCP | Savannah, Ga. | 387 |
| WCDT | Winchester, Tenn. | 626 |
| WCEC | Rocky Mount, N. C. | 553 |
| WCED | Du Bois, Pa. | 586 |
| WCFL | Chicago, Ill. | 397 |
| WCHA | Chambersburg, Pa. | 585 |
| WCHS | Charleston, W. Va. | 672 |
| WCHV | Charlottesville, Va. | 658 |
| WCIF | Madisonville, Ky. | 431 |
| WCIL | Carbondale, Ill. | 396 |
| WCJU | Columbia, Miss. | 477 |
| WCKB | Dunn, N. C. | 545 |
| WCKY | Cincinnati, O. | 562 |
| WCLA | Baton Rouge, La. | 436 |
| WCLE | Clearwater, Fla. | 364 |
| WCLO | Janesville, Wis. | 678 |
| WCMA | Corinth, Miss. | 477 |
| WCMB | Lemoyne, Pa. | 592 |
| WCMD | Cambridge, Md. | 448 |
| WCMI | Ashland, Ky. | 427 |
| WCMN | Arecibo, P. R. | 690 |
| WCMW | Canton, O. | 562 |
| WCNB | Connersville, Ind. | 407 |
| WCNC | Elizabeth City, N. C. | 546 |
| WCNH | Quincy, Fla. | 373 |
| WCNR | Bloomsburg, Pa. | 584 |
| WCNT | Centralia, Ill. | 396 |
| WCNU | Crestview, Fla. | 365 |
| WCNX | Middletown, Conn. | 358 |
| WCOA | Pensacola, Fla. | 373 |
| WCOC | Meridan, Miss. | 480 |
| WCOG | Greensboro, N. C. | 548 |
| WCOH | Newnan, Ga. | 387 |
| WCOL | Columbus, O. | 565 |
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| WCPO | Cincinnati, O. | 562 |
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| WCRB | Waltham, Mass. | 457 |
| WCRK | Morristown, Tenn. | 624 |
| WCRO | Johnstown, Pa. | 590 |
| WCRS | Greenwood, S. C. | 613 |
| WCRW | Chicago, Ill. | 397 |
| WCSC | Charleston, S. C. | 610 |
| WCSH | Portland, Me. | 442 |
| WCSS | Amsterdam, N. Y. | 510 |
| WCTA | Andalusia, Ala. | 309 |
| WCTC | New Brunswick, N. J. | 503 |
| WCTT | Corbin, Ky. | 428 |
| WCUM | Cumberland, Md. | 448 |
| WCVI | Connellsville, Pa. | 586 |
| WCVS | Springfield, Ill. | 406 |
| WCYB | Bristol, Va. | 658 |
| WDAD | Indiana, Pa. | 590 |
| WDAE | Tampa, Fla. | 375 |
| WDAF | Kansas City, Mo. | 485 |
| WDAK | Columbus, Ga. | 382 |
| WDAN | Danville, Ill. | 401 |
| WDAR | Savannah, Ga. | 388 |
| WDAS | Philadelphia, Pa. | 595 |
| WDAY | Fargo, N. Dak. | 557 |
| WDBC | Escanaba, Mich. | 462 |
| WDBJ | Roanoke, Va. | 663 |
| WDBO | Orlando, Fla. | 371 |
| WDEC | Americus, Ga. | 377 |
| WDEF | Chattanooga, Tenn. | 618 |
| WDEL | Wilmington, Del. | 361 |
| WDEV | Waterbury, Vt. | 657 |
| WDGY | Minneapolis, Minn. | 473 |
| WDHL | Bradenton, Fla. | 364 |
| WDIA | Memphis, Tenn. | 623 |
| WDIG | Dothan, Ala. | 312 |
| WDLB | Marshfield, Wis. | 680 |
| WDLF | De Land, Fla. | 366 |
| WDLP | Panama City, Fla. | 372 |
| WDMG | Douglas, Ga. | 384 |
| WDMJ | Marquette, Mich. | 467 |
| WDNC | Durham, N. C. | 545 |
| WDNE | Elkins, W. Va. | 673 |
| WDOD | Chattanooga, Tenn. | 618 |
| WDOS | Oneonta, N. Y. | 533 |
| WDOV | Dover, Del. | 361 |
| WDRC | Hartford, Conn. | 357 |
| WDSC | Dillon, S. C. | 611 |
| WDSG | Dyersburg, Tenn. | 619 |
| WDSM | Superior, Wis. | 683 |
| WDSR | Lake City, Fla. | 368 |
| WDSU | New Orleans, La. | 438 |
| WDUK | Durham, N. C. | 545 |
| WDUN | Gainesville, Ga. | 385 |
| WDUZ | Green Bay, Wis. | 678 |
| WDVA | Danville, Va. | 659 |
| WDWD | Dawson, Ga. | 384 |
| WDWS | Champaign, Ill. | 396 |
| WDXB | Chattanooga, Tenn. | 618 |
| WDXI | Jackson, Tenn. | 620 |
| WDZ | Tuscola, Ill. | 406 |
| WEAM | Arlington, Va. | 657 |
| WEAN | Providence, R. I. | 607 |
| WEAR | Pensacola, Fla. | 373 |
| WEAS | Decatur, Ga. | 384 |
| WEAT | Lake Worth, Fla. | 369 |
| WEAU | Eau Claire, Wis. | 677 |
| WEAV | Plattsburg, N. Y. | 535 |
| WEBC | Duluth, Minn. | 472 |
| WEBJ | Brewton, Ala. | 311 |
| WEBQ | Harrisburg, Ill. | 402 |
| WEBR | Buffalo, N. Y. | 511 |
| WECW | Mayaguez, P. R. | 691 |
| WEDC | Chicago, Ill. | 397 |
| WEEB | Southern Pines, N. C. | 554 |
| WEDO | McKeesport, Pa. | 592 |
| WEED | Rocky Mount, N. C. | 553 |
| WEEI | Boston, Mass. | 451 |
| WEEK | Peoria, Ill. | 404 |
| WEEU | Reading, Pa. | 600 |
| WEGO | Concord, N. C. | 545 |
| WEIM | Fitchburg, Mass. | 453 |
| WEKR | Fayetteville, Tenn. | 619 |
| WELI | New Haven, Conn. | 358 |
| WELL | Battle Creek, Mich. | 459 |
| WELM | Elmira, N. Y. | 513 |
| WELO | Tupelo, Miss. | 480 |
| WEMB | San Juan, P. R. | 695 |
| WEMP | Milwaukee, Wis. | 680 |
| WENA | Bayamon, P. R. | 690 |
| WENC | Whiteville, N. C. | 555 |
| WENE | Endicott, N. Y. | 513 |
| WENK | Union City, Tenn. | 626 |
| WENR | Chicago, Ill. | 397 |
| WENT | Gloversville, N. Y. | 515 |
| WENY | Elmira, N. Y. | 513 |
| WEOA | Evansville, Ind. | 408 |
| WEOL | Elyria, O. | 566 |
| WEPM | Martinsburg, W. Va. | 674 |
| WERC | Erie, Pa. | 587 |
| WERD | Atlanta, Ga. | 379 |
| WESA | Charleroi, Pa. | 585 |
| WESB | Bradford, Pa. | 584 |
| WESC | Greenville, S. C. | 612 |
| WEST | Easton, Pa. | 586 |
| WESX | Salem, Mass. | 456 |
| WETB | Johnson City, Tenn. | 620 |
| WEUS | Eustis, Fla. | 366 |
| WEVD | New York, N. Y. | 519 |
| WEVE | Eveleth, Minn. | 472 |
| WEW | St. Louis, Mo. | 488 |
| WEWO | Laurinburg, N. C. | 550 |
| WEXL | Royal Oak, Mich. | 468 |
| WEXT | Milwaukee, Wis. | 680 |
| WFAA | Dallas, Tex. | 635 |
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| WFAS | White Plains, N. Y. | 541 |
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| WFHG | Bristol, Va. | 658 |
| WFHR | Wisconsin Rapids, Wis. | 684 |
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| WFIL | Philadelphia, Pa. | 597 |
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| WFLA | Tampa, Fla. | 375 |
| WFLB | Fayetteville, N. C. | 546 |
| WFLO | Farmville, Va. | 659 |
| WFMD | Frederick, Md. | 449 |
| WFMJ | Youngstown, O. | 570 |
| WFNC | Fayetteville, N. C. | 546 |
| WFNS | Burlington, N. C. | 544 |
| WFOM | Marietta, Ga. | 386 |
| WFOR | Hattiesburg, Miss. | 478 |
| WFOX | Milwaukee, Wis. | 681 |
| WFOY | St. Augustine, Fla. | 373 |
| WFPG | Atlantic City, N. J. | 501 |
| WFRC | Reidsville, N. C. | 552 |
| WFRL | Freeport, Ill. | 402 |
| WFRP | Savannah, Ga. | 388 |
| WFTC | Kingston, N. C. | 550 |
| WFTL | Ft. Lauderdale, Fla. | 366 |
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| WFTR | Front Royal, Va. | 659 |
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| WFUN | Huntsville, Ala. | 313 |
| WFUR | Grand Rapids, Mich. | 463 |
| WFVA | Fredericksburg, Va. | 659 |
| WFYC | Alma, Mich. | 459 |
| WGAA | Cedartown, Ga. | 382 |
| WGAC | Augusta, Ga. | 381 |
| WGAD | Gadsden, Ala. | 313 |
| WGAI | Elizabeth City, N. C. | 546 |
| WGAL | Lancaster, Pa. | 591 |
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| WGAP | Maryville, Tenn. | 621 |
| WGAR | Cleveland, O. | 563 |
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| WGAU | Athens, Ga. | 377 |
| WGAY | Silver Spring, Md. | 449 |
| WGBA | Columbus, Ga. | 383 |
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| WGBF | Evansville, Ind. | 408 |
| WGBG | Greensboro, N. C. | 548 |
| WGBI | Scranton, Pa. | 602 |
| WGBR | Goldsboro, N. C. | 547 |
| WGBS | Miami, Fla. | 369 |
| WGCD | Chester, S. C. | 610 |
| WGCM | Gulfport, Miss. | 478 |
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| WGEZ | Beloit, Wisc. | 677 |
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| WGGA | Gainesville, Ga. | 385 |
| WGGG | Gainesville, Fla. | 367 |
| WGH | Newport News, Va. | 660 |
| WGIL | Galesburg, Ill. | 402 |
| WGIV | Charlotte, N. C. | 544 |
| WGKV | Charleston, W. Va. | 672 |
| WGL | Ft. Wayne, Ind. | 409 |
| WGLN | Glens Falls, N. Y. | 515 |
| WGLS | Decatur, Ga. | 384 |
| WGN | Chicago, Ill. | 399 |
| WGNC | Gastonia, N. C. | 547 |
| WGNH | Gadsden, Ala. | 313 |
| WGNI | Wilmington, N. C. | 555 |
| WGNS | Murfreesboro, Tenn. | 624 |
| WGNY | Newburgh, N. Y. | 517 |
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| WGPA | Bethlehem, Pa. | 584 |
| WGPC | Albany, Ga. | 377 |
| WGR | Buffalo, N. Y. | 511 |
| WGRC | Louisville, Ky. | 430 |
| WGRD | Grand Rapids, Mich. | 464 |
| WGRM | Greenwood, Miss. | 477 |
| WGRV | Greenville, Tenn. | 619 |
| WGST | Atlanta, Ga. | 380 |
| WGTC | Greenville, N. C. | 548 |
| WGTL | Kannapolis, N. C. | 549 |
| WGTM | Wilson, N. C. | 556 |
| WGUY | Bangor, Me. | 441 |
| WGVA | Geneva, N. Y. | 515 |
| WGVM | Greenville, Miss. | 477 |
| WGWC | Selma, Ala. | 316 |
| WGWD | Gadsden, Ala. | 313 |
| WGWR | Asheboro, N. C. | 543 |
| WGY | Schenectady, N. Y. | 537 |
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| WHAI | Greenfield, Mass. | 454 |
| WHAL | Shelbyville, Tenn. | 625 |
| WHAM | Rochester, N. Y. | 535 |
| WHAN | Charleston, S. C. | 610 |
| WHAP | Hopewell, Va. | 660 |
| WHAR | Clarksburg, W. Va. | 673 |
| WHAS | Louisville, Ky. | 430 |
| WHAT | Philadelphia, Pa. | 595 |
| WHAV | Haverhill, Mass. | 454 |
| WHAW | Weston, W. Va. | 675 |
| WHAZ | Troy, N. Y. | 539 |
| WHB | Kansas City, Mo. | 485 |
| WHBB | Selma, Ala. | 316 |
| WHBC | Canton, O. | 562 |
| WHBF | Rock Island, Ill. | 405 |
| WHBI | Newark, N. J. | 503 |
| WHBL | Sheboygan, Wis. | 683 |
| WHBO | Tampa, Fla. | 375 |
| WHBQ | Memphis, Tenn. | 623 |
| WHBS | Huntsville, Ala. | 314 |
| WHBT | Harriman, Tenn. | 619 |
| WHBU | Anderson, Ind. | 407 |
| WHBY | Appleton, Wis. | 676 |
| WHCC | Waynesville, N. C. | 555 |
| WHCU | Ithaca, N. Y. | 516 |
| WHDF | Houghton-Calumet, Mich. | 464 |
| WHDH | Boston, Mass. | 451 |
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| WHEB | Portsmouth, N. H. | 500 |
| WHEC | Rochester, N. Y. | 537 |
| WHED | Washington, N. C. | 555 |
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| WHIR | Danville, Ky. | 428 |
| WHIS | Bluefield, W. Va. | 671 |
| WHIT | New Bern, N. C. | 551 |
| WHIZ | Zanesville, O. | 570 |
| WHJB | Greensburg, Pa. | 587 |
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| WHKP | Hendersonville, N. C. | 548 |
| WHKY | Hickory, N. C. | 548 |
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| WHLN | Harlan, Ky. | 428 |
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| WHOB | Gardner, Mass. | 453 |
| WHOC | Philadelphia, Miss. | 480 |
| WHOD | Homestead, Pa. | 589 |
| WHOK | Lancaster, O. | 567 |
| WHOL | Allentown, Pa. | 582 |
| WHOM | New York, N. Y. | 521 |
| WHOO | Orlando, Fla. | 372 |
| WHOP | Hopkinsville, Ky. | 429 |
| WHOS | Decatur, Ala. | 311 |
| WHOT | South Bend, Ind. | 412 |
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| WHRV | Ann Arbor, Mich. | 459 |
| WHSC | Hartsville, S. C. | 613 |
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| WHYU | Newport News, Va. | 661 |
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| WIBA | Madison, Wis. | 679 |
| WIBB | Macon, Ga. | 386 |
| WIBC | Indianapolis, Ind. | 409 |
| WIBG | Philadelphia, Pa. | 597 |
| WIBK | Knoxville, Ten. | 621 |
| WIBM | Jackson, Miss. | 466 |
| WIBS | Santurce, P. R. | 695 |
| WIBU | Poynette, Wis. | 682 |
| WIBV | Belleville, Ill. | 395 |
| WIBW | Topeka, Kans. | 426 |
| WIBX | Utica, N. Y. | 540 |
| WICA | Ashtabula, O. | 561 |
| WICC | Bridgeport, Conn. | 356 |
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| WINN | Louisville, Ky. | 430 |
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| WINX | Washington, D. C. | 362 |
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| WIRK | West Palm Beach, Fla. | 375 |
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| WIS | Columbia, S. C. | 611 |
| WISC | Madison, Wis. | 679 |
| WISE | Asheville, N. C. | 543 |
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| WJBK | Detroit, Mich. | 461 |
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| WJOL | Joliet, Ill. | 403 |
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| WJR | Detroit, Mich. | 462 |
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| WJRI | Lenoir, N. C. | 550 |
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| WKAX | Birmingham, Ala. | 310 |
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| WKBH | LaCrosse, Wis. | 678 |
| WKBN | Youngstown, O. | 570 |
| WKBO | Harrisburg, Pa. | 589 |
| WKBR | Manchester, N. H. | 500 |
| WKBS | Oyster Bay, N. Y. | 535 |
| WKBV | Richmond, Ind. | 412 |
| WKBW | Buffalo, N. Y. | 513 |
| WKBZ | Muskegon, Mich. | 467 |
| WKCT | Bowling Green, Ky. | 427 |
| WKDA | Nashville, Tenn. | 624 |
| WKDK | Newberry, S. C. | 613 |
| WKDN | Camden, N. J. | 501 |
| WKEU | Griffin, Ga. | 385 |
| WKEY | Covington, Va. | 658 |
| WKGN | Knoxville, Tenn. | 621 |
| WKIC | Hazard, Ky. | 429 |
| WKID | Urbana, Ill. | 406 |
| WKIN | Kittanning, Pa. | 591 |
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| WKLF | Clanton, Ala. | 311 |
| WKLO | Louisville, Ky. | 430 |
| WKLV | Blackstone, Va. | 658 |
| WKLX | Lexington, Ky. | 429 |
| WKLY | Hartwell, Ga. | 385 |
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| WKMO | Kokomo, Ind. | 411 |
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| WKNB | New Britain, Conn. | 358 |
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| WKNS | Kinston, N. C. | 550 |
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| WKOW | Madison, Wis. | 679 |
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| WKYW | Louisville, Ky. | 430 |
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| WLAP | Lexington, Ky. | 429 |
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| WLAR | Athens, Tenn. | 617 |
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| WLEU | Erie, Pa. | 587 |
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| WLNH | Laconia, N. H. | 500 |
| WLOA | Braddock, Pa. | 584 |
| WLOE | Leaksville, N. C. | 550 |
| WLOF | Orlando, Fla. | 372 |
| WLOG | Logan, W. Va. | 674 |
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| WMBM | Miami Beach, Fla. | 371 |
| WMBN | Petoskey, Mich. | 468 |
| WMBO | Auburn, N. Y. | 510 |
| WMBR | Jacksonville, Fla. | 367 |
| WMBS | Uniontown, Pa. | 603 |
| WMC | Memphis, Tenn. | 623 |
| WMCA | New York, N. Y. | 525 |
| WMCK | McKeesport, Pa. | 592 |
| WMDD | Fajardo, P. R. | 690 |
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| WMEX | Boston, Mass. | 452 |
| WMFD | Wilmington, N. C. | 555 |
| WMFG | Hibbing, Minn. | 473 |
| WMFJ | Daytona Beach, Fla. | 365 |
| WMFR | High Point, N. C. | 549 |
| WMFT | Florence, Ala. | 312 |
| WMGA | Moultrie, Ga. | 386 |
| WMGM | New York, N. Y. | 525 |
| WMGR | Bainbridge, Ga. | 382 |
| WMGW | Meadville, Pa. | 593 |
| WMGY | Montgomery, Ala. | 315 |
| WMID | Atlantic City, N. J. | 501 |
| WMIE | Miami, Fla. | 369 |
| WMIK | Middlesboro, Ky. | 431 |
| WMIN | St. Paul, Minn. | 475 |
| WMIQ | Iron Mountain, Mich. | 465 |
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| WMLO | Milwaukee, Wis. | 681 |
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| WMMN | Fairmont, W. Va. | 673 |
| WMMT | McMinnville, Tenn. | 624 |
| WMMW | Meriden, Conn. | 357 |
| WMNB | North Adams, Mass. | 456 |
| WMNC | Morgantown, N. C. | 551 |
| WMOA | Marietta, O. | 567 |
| WMOB | Mobile, Ala. | 315 |
| WMOC | Covington, Ga. | 383 |
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| WMON | Montgomery, W. Va. | 674 |
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| WMOX | Meridian, Miss. | 480 |
| WMPS | Memphis, Tenn. | 623 |
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| WMSL | Decatur, Ala. | 311 |
| WMT | Cedar Rapids, Ia. | 414 |
| WMTC | Vancleve, Ky. | 433 |
| WMTR | Morristown, N. J. | 503 |
| WMTW | Portland, Me. | 443 |
| WMUR | Manchester, N. H. | 500 |
| WMUS | Muskegon, Mich. | 468 |
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| WMVG | Milledgeville, Ga. | 386 |
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| WNOP | Newport, Ky. | 432 |
| WNOW | York, Pa. | 606 |
| WNOX | Knoxville, Tenn. | 621 |
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| WPEN | Philadelphia, Pa. | 599 |
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| WPIC | Sharon, Pa. | 602 |
| WPIK | Alexandria, Va. | 657 |
| WPIT | Pittsburgh, Pa. | 600 |
| WPLH | Huntington, W. Va. | 674 |
| WPOR | Portland, Me. | 443 |
| WPPA | Pottsville, Pa. | 600 |
| WPRA | Mayaguez, P. R. | 691 |
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| WROB | West Point, Miss. | 481 |
| WROD | Daytona Beach, Fla. | 366 |
| WROK | Rockford, Ill. | 406 |
| WROL | Knoxville, Tenn. | 621 |
| WROM | Rome, Ga. | 387 |
| WRON | Ronceverte, W. Va. | 675 |
| WROV | Roanoke, Va. | 663 |
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| WRUF | Gainesville, Fla. | 367 |
| WRUN | Utica, N. Y. | 540 |
| WRVA | Richmond, Va. | 662 |
| WRYO | Rochester, Pa. | 601 |
| WSAC | Columbus, Ga. | 383 |
| WSAI | Cincinnati, O. | 563 |
| WSAM | Saginaw, Mich. | 469 |
| WSAN | Allentown, Pa. | 582 |
| WSAP | Portsmouth, Va. | 662 |
| WSAR | Fall River, Mass. | 453 |
| WSAT | Salisbury, N. C. | 553 |
| WSAU | Wausau, Wis. | 684 |
| WSAV | Savannah, Ga. | 388 |
| WSAY | Rochester, N. Y. | 537 |
| WSAZ | Huntington, W. Va. | 674 |
| WSB | Atlanta, Ga. | 380 |
| WSBA | York, Pa. | 607 |
| WSBC | Chicago, Ill. | 399 |
| WSBR | Superior, Wis. | 683 |
| WSBT | South Bend, Ind. | 413 |
| WSCR | Scranton, Pa. | 602 |
| WSFA | Montgomery, Ala. | 315 |
| WSFC | Somerset, Ky. | 433 |
| WSFT | Thomaston, Ga. | 388 |
| WSGC | Elberton, Ga. | 384 |
| WSGN | Birmingham, Ala. | 310 |
| WSIC | Statesville, N. C. | 554 |
| WSID | Baltimore, Md. | 447 |
| WSIR | Winter Haven, Fla. | 375 |
| WSIV | Pekin, Ill. | 404 |
| WSIX | Nashville, Tenn. | 625 |
| WSJS | Winston-Salem, N. C. | 556 |
| WSKB | McComb, Miss. | 479 |
| WSKI | Montpelier-Barre, Vt. | 656 |
| WSKY | Asheville, N. C. | 543 |
| WSLB | Ogdensburg, N. Y. | 533 |
| WSLI | Jackson, Miss. | 478 |
| WSLS | Roanoke, Va. | 663 |
| WSM | Nashville, Tenn. | 625 |
| WSMB | New Orleans, La. | 439 |
| WSNJ | Bridgeton, N. J. | 501 |
| WSNY | Schenectady, N. Y. | 539 |
| WSOC | Charlotte, N. C. | 545 |
| WSON | Henderson, Ky. | 429 |
| WSOO | Sault Ste. Marie, Mich. | 469 |
| WSOY | Decatur, Ill. | 401 |
| WSPA | Spartanburg, S. C. | 614 |
| WSPB | Sarasota, Fla. | 374 |
| WSPD | Toledo, O. | 569 |
| WSPR | Springfield, Mass. | 456 |
| WSRS | Cleveland Heights, O. | 565 |
| WSSB | Durham, N. C. | 546 |
| WSSO | Starkville, Miss. | 480 |
| WSSV | Petersburg, Va. | 661 |
| WSTC | Stamford, Conn. | 359 |
| WSTP | Salisbury, N. C. | 553 |
| WSTS | Southern Pines, N. C. | 554 |
| WSTV | Steubenville, O. | 569 |
| WSUA | Bloomington, Ind. | 407 |
| WSUN | St. Petersburg, Fla. | 373 |
| WSVA | Harrisonburg, Va. | 660 |
| WSVS | Crewe, Va. | 658 |
| WSWN | Belle Glade, Fla. | 364 |
| WSYB | Rutland, Vt. | 657 |
| WSYR | Syracuse, N. Y. | 539 |
| WTAC | Flint, Mich. | 463 |
| WTAD | Quincy, Ill. | 405 |
| WTAG | Worcester, Mass. | 457 |
| WTAL | Tallahassee, Fla. | 374 |
| WTAM | Cleveland, O. | 565 |
| WTAN | Clearwater, Fla. | 364 |
| WTAQ | Green Bay, Wis. | 678 |
| WTAR | Norfolk, Va. | 661 |
| WTAW | College Station, Tex. | 632 |
| WTAX | Springfield, Ill. | 406 |
| WTBC | Tuscaloosa, Ala. | 317 |
| WTBF | Troy, Ala. | 316 |
| WTBO | Cumberland, Md. | 448 |
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| WTCM | Traverse City, Mich. | 469 |
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| WTIC | Hartford, Conn. | 357 |
| WTIK | Durham, N. C. | 546 |
| WTIP | Charleston, W. Va. | 672 |
| WTJS | Jackson, Tenn. | 620 |
| WTMA | Charleston, S. C. | 610 |
| WTMC | Ocala, Fla. | 371 |
| WTMJ | Milwaukee, Wis. | 682 |
| WTMV | E. St. Louis, Ill. | 401 |
| WTNB | Birmingham, Ala. | 310 |
| WTNC | Thomasville, N. C. | 554 |
| WTND | Orangeburg, S. C. | 613 |
| WTNJ | Trenton, N. J. | 504 |
| WTNS | Coshocton, O. | 566 |
| WTNT | Augusta, Ga. | 381 |
| WTOB | Winston-Salem, N. C. | 556 |
| WTOC | Savannah, Ga. | 388 |
| WTOD | Toledo, O. | 569 |
| WTOK | Meridian, Miss. | 480 |
| WTOL | Toledo, O. | 569 |
| WTOM | Bloomington, Ind. | 407 |
| WTON | Staunton, Va. | 664 |
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| WTOR | Torrington, Conn. | 359 |
| WTPR | Paris, Tenn. | 625 |
| WTPS | New Orleans, La. | 439 |
| WTRC | Elkhart, Ind. | 407 |
| WTRF | Bellaire, O. | 561 |
| WTRR | Sanford, Fla. | 374 |
| WTRY | Troy, N. Y. | 540 |
| WTSB | Lumberton, N. C. | 551 |
| WTSP | St. Petersburg, Fla. | 373 |
| WTSV | Claremont, N. H. | 498 |
| WTTH | Port Huron, Mich. | 468 |
| WTTM | Trenton, N. J. | 504 |
| WTTS | Bloomington, Ind. | 407 |
| WTUX | Wilmington, Del. | 362 |
| WTVL | Waterville, Me. | 443 |
| WTWA | Thomson, Ga. | 389 |
| WTWS | Clearfield, Pa. | 585 |
| WTWT | Stevens Point, Wis. | 683 |
| WTYC | Rock Hill, S. C. | 614 |
| WTYS | Marianna, Fla. | 369 |
| WULA | Eufaula, Ala. | 312 |
| WUSN | Charleston, S. C. | 610 |
| WVAM | Altoona, Pa. | 583 |
| WVCG | Coral Gables, Fla. | 364 |
| WVCH | Chester, Pa. | 585 |
| WVEC | Hampton, Va. | 660 |
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| WVIM | Vicksburg, Miss. | 481 |
| WVJP | Caguas, P. R. | 690 |
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| WVMC | Mount Carmel, Ill. | 404 |
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| WWJ | Detroit, Mich. | 462 |
| WWL | New Orleans, La. | 439 |
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| WWNF | Fayetteville, N. C. | 547 |
| WWNH | Rochester, N. H. | 500 |
| WWNR | Beckley, W. Va. | 671 |
| WWNS | Statesboro, Ga. | 388 |
| WWNY | Watertown, N. Y. | 540 |
| WWOD | Lynchburg, Va. | 660 |
| WWOK | Flint, Mich. | 463 |
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| WWPF | Palatka, Fla. | 372 |
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| WWST | Wooster, O. | 570 |
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| WXKW | Albany, N. Y. | 509 |
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| WXRF | Guayama, P. R. | 690 |
| WXYZ | Detroit, Mich. | 462 |
| WZIP | Covington, Ky. | 428 |

# ALABAMA

*Estimated Population 2,848,000—Increase —0.5%—Radio Homes 578,300*
*Total Families—699,100—Stations in State 56*

## WAVU

### ALBERTVILLE—1948

Frequency: 630 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Pat Murphy Courington
Business-Studio Address .....Albertville
Phone Number .....555
News Service .....AP
Transcription Service .....World
President, Gen. Mgr.....Pat M. Courington
Commercial Mgr.....Eaton P. Govan
Program Director.....Annette Hooper
Chief Engineer.....Glenn Abercrombie

## WRFS

### ALEXANDER CITY—1947

Frequency: 1050 Kc.....Power: 1,000 Watts d.
Owned-Operated By...Pieomont Service Corp.
Business Address.....P. O. Box 72
Phone Number .....1050
Studio Address.....138 Main St.
Transmitter Location.....West End
Air Time:.....Local Sunrise—Local Sunset
Transcription Service .....Thesaurus
Representative.....Sears & Ayer
Membership .....NAB
President.....James L. Coley
Gen.-Station-Com. Mgr.....Lem Coley
Program Director .....Bob McKinnon
Chief Engineer.....James W. Whatley
Farm Editor.....Lem Coley

## WCTA

### ANDALUSIA—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.Andalusia Bcstg. Co., Inc.
Business-Studio Address.....Sanford Rd.
Phone Number .....844
Transmitter .....Sanford Rd.
Air Time.....5:55 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NAB
Gen. Mgr.....James T. Ownby
Prog. Dir.....Barbara Nicholson
Prod. Dir.....Bert Moore
Musical Director.....Christine Hardage
Chief Engineer & Comm. Mgr...J. Dige Bishop
Farm Editor.....Tom Minard

## WHMA

### ANNISTON—1938—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Anniston Bcstg Co.
Business-Studio Address.....1330 Noble St.
Phone Number .....2380-1
Transmitter.....1401 W. 15th St.
Air Time.....5:45 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....NAB-BMB-FMA
President-Owner .....Harry M. Ayers
Gen.-Sta.-Comm. Mgr.....Malcolm Street
Music Dir.....Rose Pounder
Program Dir.-Chief Announcer....Ross Charles
Publicity Dir.....Joanna Aly
Chief Engineer.....James A. Hudson
Farm Editor.....A. S. Mathews

## WOOB

### ANNISTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....W. S. Weatherly
Business-Studio Address....10th & Noble St.
Phone Number .....3210-1
Transmitter Location ....16th & Boynton Ave.
Air Time .....Unlimited
Transcription Service .....World
President-Owner.....W. S. Weatherly
Station Manager.....Hugh Webb
Program Manager.....John Orrison
Publicity Director.....Mary Williamson
Chief Engineer.....James Fitts

## WJMW

### ATHENS—1948

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Athens Bcstg. Co.
Address.....c/o White Mtr. Sales Co.
President.....Wilson T. White

## WAUD

### AUBURN—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Auburn Bcstg. Co.
Business Address.....Box 350
Phone Number .....1240-1
Studio Transmitter.....Montgomery Hway.
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service....World, Lang-Worth
Pres., Gen.-Station-Com. Mgr.,
Publicity Director.....Elmer G. Salter
Sales Prom. Mgr., Program-
Production Director.....Buck Persons
Chief Announcer.....Buck Persons
Musical Director.....Mrs. Anne Belvin
Chief Engineer.....Charlie Herman
Farm Editor.....Buck Persons

# WJLD

## BESSEMER—1942—KBS-ALA.

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Johnston Bcstg. Co.
Business Address.....Box 147
Phone Nos..Bessemer 2300; Birmingham 6-6172
Transmitter.....Birmingham Bessemer Super Highway
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Pres.-Gen. Mgr.....George Johnston, Jr.
Station Mgr.....James E. Connolly
Sales Mgr.....Clay Coe
Prog. Dir.....Jane Shaddix
Pro.-Publicity Dir.....John Slatton
Chief Announcer.....Bob Umbach
Musical Director.....Joan Jetton
Chief Engineer.....Maurice McKinney
Farm Editor.....Joe Jackson

# WAPI

## BIRMINGHAM—1922—CBS

Frequency: 1070 Kc.....Power: 5000 Watts
Owned By.....Univ. of Ala., Ala. Polytechnic Inst., Ala. Coll.
Operated By.....Voice of Ala., Inc.
Bus.-Studio Address..701 Protective Life Bldg.
Phone Number.....3-8116
Transmitter .....Sandusky, Ala.
Air Time.....5:30 a.m.-M. Mon.-Sat.; 7 a.m.-M. Sun.
News Service.....AP, UP
Representative .....Radio Sales
Membership .....NAB-BMB-FMA
Chairman of Bd.....Ed Norton
President-General-Station Mgr.....Thad Holt
Comm. Mgr.....C. P. Persons, Jr.
Sales Promotion Mgr.-Pub. Dir....Lionel Baxter
Program Dir.....Maury Farrell
Production Mgr.....Burtt F. McKee, Jr.
Chief Engineer.....James L. Evans
Farm Editor.....John McCune

# WBRC

## BIRMINGHAM—1925—NBC

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By...Birmingham Bcstg. Co., Inc.
Address .....WBRC Bldg.
Phone Number.....4-7741
Transmitter Location....2400 Arkedelphia Rd.
Air Time...6 a.m.-M.,Mon.-Sat.; 7a.m.-M., Sun.
News Service .....INS
Transcription Service...Standard, Lang-Worth, Capitol, London
Representative.....Paul H. Raymer Co.
Membership .....NAB, BMB, FMA
President-Gen. Mgr.....Eloise H. Hanna
Station Manager.....Howell C. Cobb
Commercial Manager.....Don D. Campbell
Pgm. Dir., Prod. Mgr.....Fox Light Foot
Publicity Director.....John T. Orr
Chief Announcer.....Davenport Smith
Musical Director.....Herbert Grieb
Chief Engineer.....G. P. Hamann
Farm Editor.....Davenport Smith

# WKAX

## BIRMINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Courier Bcstg. Service, Inc.
Address.....1710 6th Ave. No.
Phone Number .....54-2541
Transmitter Location.....231 21st Ave., West
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Associated
Representative.....Joseph Hershey McGillvra
President.....Glenn V. Tingley
Gen.-Sta.-Comm. Mgr...Ganus C. Scarborough
Prog.-Prod.-Music Dir.....Wanda Houghton
Sales Mgr., Pub. Dir.....Maurice Jackson
Chief Announcer.....Charles Atchison
Chief Engineer.....Stanley L. Hawkins
Farm Editor.....Horace Pumphrey

# WSGN

## BIRMINGHAM—1927—ABC-ALA.

Frequency: 610 Kc....Power: 5000d.; 1000 n.
Owned-Operated By.....The Birmingham News Co.
Business Address.....Dixie Carlton Hotel, P. O. Box 2553
Phone Number.....4-3434
Studio Address.....YWCA Bldg.
Transmitter Location.....Fair Grounds
Air Time.....5 a.m.-M.
News Service.....AP
Representative .....Headley-Reed
Membership.....NAB, BMB
Exec. V.P., Managing Dir....Henry P. Johnston
Commercial Manager.....Julian A. Flint
Prom. & Pub. Dir.....Mrs. Mary F. Childers
Prog. Dir., Chief Ann.....Eugene M. Plumstead
Musical Director.....Catherine Arnold
Chief Engineer.....J. V. Sanderson
Farm Editor.....Shaffer Gregory

# WTNB

## BIRMINGHAM—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Operated By.....Thomas N. Beach
Address.....117½ North 21st St.
Phone Number .....4-4511
Transmitter Location.....3429 N. 21st St.
Air Time.....17 Hrs. Mon.-Sat.; 16 Hrs. Sun.
News Service.....AP
Transcription Service.....SESAC, World

Representative .....Taylor-Borroff
Membership .....NAB
Owner.....Thomas N. Beach
V.P.-Gen. Mgr.....Mrs. Evelyn S. Hicks
Assistant Manager.....David Loveman
Program Dir.....Joyce Smith
Prom.-Publicity Director.....Florence Garney
Chief Engineer.....Frank J. Murphee
Farm Editor.....Larry F. Keith

# WVOK

## BIRMINGHAM—1947

Frequency: 690 Kc.....Power: 10,000 Watts d.
Owned-Operated By.....Voice of Dixie Inc.
Business Address.....P. O. Box 2468,
Phone Number .....6-2924
Studio-Transmitter...Bessemer Super Highway
Air Time.....Daytime only
News Service .....UP
Transcription Service.....Capitol
Pres., Gen. Mgr.....Iralee W. Benns
Com. Mgr., Chief Engineer..William J. Brennan
Program Director.....Margaret L. Cotten
Consulting Engineer.....William E. Benns, Jr.

# WEBJ

## BREWTON—1947—ALA.-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Brewton Bcstg. Co.
Business-Studio Address,
Transmitter Location.....Brewton, Ala.
Phone Number .....553
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service....Lang-Worth, SESAC, Cole
Representative .....Friedenberg Agency
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....W. Emmett Brooks
Vice-Pres., Asst. Mgr....William E. Brooks, Jr.
Com.-Sales Promotion Mgr.....J. M. Miller, Jr.
Program-Prod. Director.....George Carr
Chief Announcer.....Joseph A. Sikes
Chief Engineer.....Joseph L. Cobb

# WKLF

## CLANTON—1947—KBS-ALA.

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southeastern Bcstg. Co.
Bus.-Studio Address .....Clanton
Phone Number .....449
Transmitter Location.....Selma Highway
Air Time.....Local Sunrise-Local Sunset
News Service.....AP
Transcription Service.....Keystone, World
Representative.....Thomas F. Clarke
President.....Dr. J. Kelley Robinson
Gen.-Station Manager.....Robert B. Taber
Asst. Mgr., Farm Editor.....Jesse Culp
Program-Prod. Director.....James Popwell
Publicity Director.....Robert B. Taber
Chief Announcer.....Paul Ried
Chief Engineer.....Lester Carter

# WKUL

## CULLMAN—1946—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cullman Bcstg. Co.
Business Address.....P. O. Box 211
Phone Number .....864-863
Studio-Transmitter Location..2 Miles North of Cullman on the Bee Line Highway
Air Time.....5:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service.....Keystone, World, SESAC
Pres., Gen. Manager.....H. H. Kinney
Station Manager.....Elizabeth Barrow
Program Director.....Betty Lowery
Chief Engineer, Farm Editor....Robert Epstein

# WHOS

## DECATUR—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned By.....H. H. & D. T. Kinney
Operated By.....North Alabama Bcstg. Co.
Business-Studio Address.....212 Jackson St.
Transmitter Location.....2nd Avenue
Phone Number.....991
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Station Representative..Thomas F. Clark Co., Inc.
General Manager.....Lon Waters
Com.-Sales Prom. Mgr.....Robert Chrystie
Program-Production Director,
Chief Announcer.....Wally Beecham
Publicity Director.....Bob Chrystie
Musical Director.....Jack Gray
Chief Engineer.....Robert Epstein
Farm Editor.....Wally Beecham

# WMSL

## DECATUR—1935—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Tenn. Valley Bcstg. Co., Inc.
Studio-Business Address.....522 Bank St.
Phone Number.....802-3
Transmitter.....Danville Rd. Decatur
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World, SESAC
President.....Melvin Hutson
Station-Commercial Mgr.....J. V. Roser
Program Director.....Lewis C. Blizzard
Chief Engineer.....J. V. Roser

# WXAL

## DEMOPOLIS—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Demopolis Bcstg. Co.
Business Address.....Demopolis, Ala.
News Service .....AP
Transcription Service .....World
General Manager.....W. M. Jordan
Commercial Manager.....T. H. Gaillard, Jr.
Chief Engineer.....John T. Larkin

# WAGF

## DOTHAN—1933—MBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Dothan Bcstg. Co.
Address.....204½ E. Main Street
Phone Number .....1430-1
Transmitter Location.....Headland Highway
Air Time.....6 a.m.-11 p.m. Mon.-Sat.; 7 a.m.-11 p.m. Sun.
News Service .....AP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....NAB
General Manager.....Julian C. Smith
Comm.-Sales Prom. Mgr.....Fred C. Moseley
Prog.-Prod.-Pub. Director.....Arthur Creamer
Chief Announcer.....Lamar Trammell
Chief Engineer.....John T. Hubbard

# WDIG

## DOTHAN—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Houston Bcsters.
Studio Business Address...107 E. Adams St.
Phone Number.....2480
Transmitter.....Columbia Hway., 1 Mi. E. Dothan
Air Time .....5 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership ..... NAB
Pres., Gen.-Comm. Mgr.....Jess Swicegood
Prom. Dir.....Wayne Moseley
Chief Engineer..... Jess Swicegood
Farm Editor.....Joe Holloway

# WOOF

## DOTHAN—1948—KBS

Frequency: 560 Kc.....Power: 1000 Watts d.
Business-Studio Address.....110 So. Foster
Phone Number .....2520-1
Transmitter Location.....Radio Road
Air Time.....Sunrise-Sunset
News Service .....UP
Transcription Service .....Capitol
Representative.....Sears & Ayer
Station Program-Production Director.....Owens F. Alexander
Com.-Sales Promotion Mgr....R. A. Dowling, Jr.
Publicity Director.....R. A. Dowling, Jr.
Chief Announcer.....Jack Hatcher
Musical Director.....Jack Burgess
Chief Engineer.....Bruce Joyner
Farm Editor.....Tommy Underwood

# WIRB

## ENTERPRISE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Wiregrass Bcstg. Co.
Business Address.....200 N. Main St.
Partners.....R. A. Dawling, Jr.; Owens F. Alexander

# WULA

## EUFAULA—1948—ALA.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Ala.-Ga. Bcstrs., Inc.
Address .....Dothan Rd.
Phone Number .....745
News Service .....UP
General Manager.....M. M. Moulthrop
Commercial Manager.....James T. Ownby
Chief Engrs.....Hugh Chastain, Dige Bishop

# WJOI

## FLORENCE—1946—ABC-ALA.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Florence Bcstg. Co., Inc.
Address.....850 S. Court St.
Phone Number .....401
Air Time .....6 a.m.-M.
Pres., Gen.-Sta. Mgr.....Joe T. Van Sandt
Comm. Mgr.....Oscar D. Lewis
Pgm. Dir., Produ. Mgr., Pub. Dir., Chief Announcer, Musical Director...David E. Bigley
Chief Engineer.....Pete Bingham
Farm Editor.....Paul Shannon

# WMFT

## FLORENCE—1945—KBS-ALA.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tri-Cities Bcst. Co.
Bus. Add..800 Cypress Mill Rd., P. O. Box 477
Phone Number.....42
Studio-Transmitter.....800 Cypress Mill Rd.
Air Time .....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Associated, World
Representative .....Friedenberg
Membership .....NAB
President.....Milton S. Killen
Gen. Mgr.....Franklin L. Bush
Prog. Dir.....Evelyn R. Littlepage
Chief Announcer.....William A. Mapes
Musical Dir.....E. Y. Littlepage
Chief Engineer.....Edwin R. Miller

# WGAD

## GADSDEN—1946—MBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By..Coosa Valley Bcstg. Co.
Bus.-Studio Address.....817 Forrest Ave.
Phone Number .....5641
Transmitter Location:.....Attalla, Ala.
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service.....Thesaurus
Representative.....Joseph Hershey McGillvra
Pres.....E. L. Roberts
Pres., Station, Comm. Mgr.....J. W. Buttram
Prog.-Prod. Dir.....Lee Blaine
Chief Announcer, Music Dir.....James Stewart
Chief Engineer.....Col. J. C. Vessels

# WGNH

## GADSDEN—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...General Newspapers, Inc.
Bus.-Studio Address.....P. O. Box 347
Phone Number .....4535
Transmitter.....2000 Chestnut St.
Air Time.....6 a.m.-M.
News Service.....INS
Transcription Service .....World
Rep.....Burke, Kuipers & Mahoney, Inc.
Membership.....NAB, BMB
Gen.-Station Mgr.....Joel C. Robertson
Program Dir.....Marry Collins
Chief Announcer.....Bob Foster

# WGWD

## GADSDEN—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned By.....G. W. Covington, Jr.
Operated By.....Edwin H. Estes
Business Address.....1004 E. Broad St.
Phone Number .....6-6301
Transmitter Location..4½ mi. N.E. of Gadsden
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service.....Associated
Representative .....Taylor-Borroff
Membership .....NAB
President-Owner.....G. W. Covington, Jr.
Gen.-Station Mgr.....Edwin H. Estes
Commercial Mgr.....Cecil Weatherbee
Sales Prom. Mgr.....Maurice E. Shannon, Sr.
Pgm. Dir., Prod. Mgr.....Charles Pruitt
Publicity Director.....Virginia Adams
Chief Engineer.....Calvin Williamson

# WJBY

## GADSDEN—1928

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Gadsden Bcstg. Co., Inc.
Address.....108 Broad Street
Phone Number .....6-3381-2
Transmitter Location.....108 Broad Street
Air Time.....6:30 a.m.-10 p.m.
News Service.....A.P.
Transcription Service.....Lang-Worth
Representative.....Sears & Ayer
President.....Bascom H. Hopson
Gen. Mgr., Pgm. Dir.....Beatrice Tate Benton
Comm. Mgr.....Sam A. Benton
Chief Engineer.....Glen Nichols

# WGYV

## GREENVILLE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Greenville Bcstg. Corp.
President.....E. V. Stabler
Sec.-Treas. .....Calvin Poole

# WBHP

## HUNTSVILLE—1937
## MBS-N. ALA.-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton H. Pollard
Bus.-Studio Address.....318 W. Clinton,
P. O. Box 770
Phone Number.....313
Transmitter Location.....Athens Pike
Air Time .....Unlimited
News Service.....U.P.
Transcription Service .....Keystone
Membership .....NAB, BMB
Pres., Gen. Manager.....Wilton H. Pollard
Station Mgr., Program Director,
Chief Engineer.....William G. Harris
Com.-Sales Promotion Mgr.....Ruth Harris
Production Director.....Dorothy Johnson
Chief Announcer.....Dewey Webb
Musical Director.....Glenn Slayton
Farm Editor.....Jerry Griggs

# WFUN

## HUNTSVILLE—1946—ALA. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Huntsville Bcstg. Co., Inc.
Address.....410 W. Holmes St.
Phone Number .....2424
Studio Transmitter Loc.....410 W. Holmes St.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayers
President.....J. B. Falt, Jr.
Gen. Manager.....John Garrison
Chief Announcer.....Grady Reeves
Musical Director.....Malcom Tate

# WHBS

## HUNTSVILLE—1946
## ABC-ALA.-NORTH ALA.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...The Huntsville Times Co.
Business-Studio Address...207 W. Clinton St.
Phone Number.....2345
Transmitter.....N. Church St.
Air Time .....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Membership .....NAB
General Mgr.....Jack Langhorne
Station Manager.....Dick Warner
Commercial Manager.....Don Smithe
Program Dir.....Paul Russell Bumgardner
Chief Announcer.....Don Fulton
Chief Engineer.....Ray Roberts

# WWWB

## JASPER—1946—KBS-MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Bankhead Bcstg. Co., Inc.
Operated By.....James E. Reese
Business Studio Address.....Bankhead-Long Building
Phone Number.....100-200
Transmitter Location:.....W. 20th St.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World
Representative .....Friedenberg
Membership .....NAB
President.....W. W. Bankhead
General Manager.....James E. Reese
Musical Director.....Joseph L. Sartain, Jr.
Comm.-Sales Prom. Mgr.....Al Brooks
Pgm. Dir., Chief Ann.....Charles T. Metcalfe
Chief Engineer.....Wiley W. White

# WABB

## MOBILE—MBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By.....Mobile Press Register
Business Address.....304 Government St., P. O. Box 1109
Phone Number .....2-2633
Air Time.....6 a.m.-M.
President.....R. B. Chandler
Vice President.....W. J. Hearin, Jr.
Gen. Mgr.....Louis Read
Program Director.....Anthony Leighton
News Dir.....Vernon L. Smith
Music. Dir.....William H. Ward
Chief Engineer.....William H. Murphree

# WALA

## MOBILE—1930—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....Pape Bcstg. Co., Inc.
Bus.-Studio Address.....210 Goverment at Joachim
Phone Number .....3-3756
Transmitter Location.....Tensas Bridgehead, Baldwin County
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....W. O. Pape
V.P., General Mgr.....H. K. Martin
Program Director.....Al Holman
Chief Engineer.....R. B. Hurley

# WKAB

## MOBILE—1947—ALA. SPORTS

Frequency: 840 Kc.....Power: 1000 Watts d.
Owned-Operated By...Pursley Bcstg. Service
Business-Studio Address...354 St. Francis St.
Phone Number .....2-4561
Transmitter.....545 Donald St.
Air Time.....Local sunrise-local sunset
News Service.....INS
Transcription Service...Lang-Worth, Standard, SESAC, MacGregor
Representative .....Donald Cooke
Membership .....NAB
Owners.....Claude & Louise Pursley
Gen. Station Manager.....Louise P. Pursley
Comm.-Sales Mgr.....Claude L. Pursley
Pgm.-Prod. Dir.....Tom Jackson
Publicity Director.....Mary A. Sells
Chief Announcer.....Tom Jackson
Music Dir.....Stella M. Jackson
Chief Engineer.....Gene Miller

# WLAY

## MUSCLE SHOALS CITY—1933
## KBS-MBS-NORTH ALA.

Frequency: 1450 Kc.....Power: 250 Watts
Owned Oper. By...Muscle Shoals Bcstg. Corp.
Business Address.....P. O. Box 230
Phone Number.....1450-1
Transmitter Studio Location..East Second St., Sheffield, Ala.
Air Time .....Unlimited
News Service.....UP
Transcription Service.....Standard
Representative.....The Branham Co.
Membership.....NAB, BMB
President.....Frank M. Farris, Jr.
General Station Mgr.....Richard B. Biddle
Sales Manager.....Eulus Whitehead
Program Director.....Charlie Welsh
Production Manager.....Larry Rohling
Publicity Director.....Doryce Levi
Musical Director.....Doryce Levi
Chief Engineer.....Lynn McMoran

# WKRG

## MOBILE—1946—CBS

Frequency: 710 Kc...Power: 1000 d.; 250 W. n.
Owned-Operated By.....Giddens & Rester
Business Address.....Telegraph Rd.
Phone Number .....2-6789
Studio-Transmitter.....Telegraph Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service...Lang-Worth, Standard
Representative.....Adam J. Young, Jr.
Membership .....NAB
Owners.....T. J. Rester, Kenneth R. Giddens
Gen. Station Mgr.....F. E. Busby
Commercial Manager.....John Waller
Pgm. Dir., Chief Announcer.....Carl Haug
Chief Engineer.....Richard M. Cole
Pub. Dir., Farm Editor.....Harry McDonnell

# WMOB

## MOBILE—1939—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nunn Bcstg. Corp.
Business-Studio Address..458 Government St.
Phone Number.....2-4566
Transmitter Loc....Stanton Rd. & Jackson Ave.
Air Time.....18 Hrs. Daily
News Service.....UP
Transcrpition Service.....Capitol, World
Representative.....Branham Co.
Membership.....NAB, BMB
President.....Gilmore N. Nunn
Gen.-Sta.-Comm.-Sales Prom. Mgr...D. H. Long
Prog.-Prod. Dir.....Walter J. Millar
Chief Engineer.....Sanford Helt

# WAPX

## MONTGOMERY—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned Operated By...United Bcstg. Co., Inc.
Business, Studio Address....116 Catoma St.
Phone Number .....3-7569
Transmitter Location.....North Ripley St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth, SESAC
Representative.....Walker Co.
Membership .....BMB
Pres., Gen.-Station Mgr.....Thomas E. Martin
Comm.-Sales Prom. Mgr.,
Pub. Dir.....Hoke Williford
Pgm. Dir., Prod. Mgr.....Dave Manners
Musical Director.....Cecil Mackey
Chief Engineer.....Owen Lehr

# WCOV

## MONTGOMERY—1939—CBS

Frequency: 1240Kc.....Power: 250 Watts
Owned-Operated By....G. W. Covington, Jr.
Business Address.....Exchange Hotel
Phone Number.....5781-2
Transmitter .....Narrow Lane Rd.
Air Time.....6:30 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Associated
Representative .....Taylor-Borroff
Membership.....NAB, BMB
Gen.-Station Mgr.....G. W. Covington, Jr.
Comm.-Sales Manager.....E. J. Duke
Pgm. Dir., Prod. Mgr.....Bill Steadman
Publicity Director.....W. L. Rowland
Chief Announcer.....Lee-Allan Ford
Chief Engineer.....W. D. Weatherly

# WJJJ

## MONTGOMERY—1948—MBS

Frequency: 1170 Kc...Power: 10,000 Watts d., 1000 n.
Owned-Oper. By.....Southern Bcstg. Co., Inc.
Business Address.....Montgomery, Ala.
Phone Number.....3-2237, 3-4471
Studio Address.....115½ Commerce St.
Transmitter Location.....Coosada Ferry Rd.
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Capitol
Representative .....Weed
Membership .....NAB
Pres., Gen. Manager.....Joseph G. Mathews
Station Manager.....John C. Hughes
Commercial Manager....Herbert A. McLendon
Program Director.....E. Caldwell Stewart
Chief Engineer.....A. Fred Wright

# WMGY

## MONTGOMERY—1946
## ALA. STATE

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Dixie Bcstg. Co.
Business-Studio Address.....2½ Dexter Ave.
Phone Number.....5425
Air Time.....Local sunrise-local sunset
News Service .....INS
Transcription Service.....World
Representative .....Robert Meeker
Membership .....NAB
President-Owner.....Dr. S. D. Suggs
General Station Mgr.....Thomas W. Sewell
Commercial Manager.....Eron B. Ingle
Prog.-Prod.-Pub. Dir.....Frank Monteleone
Chief Ann., Music Dir.,
Farm Editor.....Douglas Hassing
Chief Engineer.....John D. Lamar

# WSFA

## MONTGOMERY—1930—NBC

Frequency: 1440Kc.....Power: 1000 Watts
Owned-Oper. By.Montgomery Bcstg. Co., Inc.
Business Address.....P. O. Box 1031

Phone Number.....8361
Studio Address.....Jefferson Davis Hotel
Transmitter.....Narrow Lane Rd.
Air Time.....6 a.m.-11:05 p.m.
News Service.....AP
Transcription Service....Thesaurus, Standard, Cole
Representative .....Headley-Reed
Membership .....BMB
President.....Howard E. Pill
Asst. to Pres.....David E. Dunn
Local Sales Mgr.....Wm. W. Hunt
Nat'l. Adv. Sales Dir.....Julia Looney
Sales Mgr.....Howard E. Pill
Pgm.-Prod. Dir.....Lee Gooch
Publicity Director.....Alice Mayfield
Chief Announcer.....Charles Zeanah
Musical Director.....James Reed
Chief Engineer.....Cliff Shelkofsky

# WJHO

## OPELIKA—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By...Opelika-Auburn Bcstg. Co.
Business Studio Address.....1400 Auburn Rd.
Phone Number.....712
Transmitter.....1400 Auburn Rd.
Air Time.....6:15 a.m.-M.
News Service.....UP
Transcription Service.....Standard, SESAC
Membership .....NAB, BMB
Gen.-Station-Comm.-Sales Promotion Manager.....F. Marion Hyatt
Program Director.....Lowell E. Takles
Musical Director.....Fred Digesu
Chief Engineer.....James S. Farrior, Jr.

# WGWC

## SELMA—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Transmitter-Studio-Business Address .....Birmingham Hway.
Phone Number .....2746-7
Air Time .....Unlimited
News Service.....INS
Transcription Service.....Thesaurus
Representative .....Taylor-Borroff
Membership .....NAB, FMA
President-Owner.....G. W. Covington, Jr.
Gen.-Comm. Mgr.....Percy Elliott
Prog. Dir., Chief Engineer....John Townshend

# WHBB

## SELMA—1935—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Selma Bcstg. Co., Inc.
Business-Studio Address..209 Washington St.
Phone Number.....1233
Transmitter Location .....Edgewood
Air Time .....Unlimited
President.....B. H. Hopson
General-Station Manager.....Julien Smith, Jr.
Sales Promotion.....Erin Reynolds
Program Director.....Cayce Jones
Publicity Director.....Julia Craig Miller
Chief Engineer.....T. F. Kelly, Jr.

# WFEB

## SYLACAUGA—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alabama Bcstg. Co.
Business-Studio Address..527 North Broadway
Phone Number .....160
Transmitter Location....527 North Broadway
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Membership .....NAB
President.....E. E. Forbes, Sr.
Station Mgr., Prog.-Prod.-Pub. Director.....R. P. Brett
Comm.-Sales Prom. Mgr.....C. J. Weber
Chief Engineer.....H. E. Pebworth

# WMLS

## SYLACAUGA—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Marble City Bcstg. Co.
Address .....Sylacauga
Phone Number .....1220
News Service .....AP
Transcription Service .....Lang-Worth
President, Chief Engr.....James S. Stowers, Jr.
General Manager.....Curtis O. Liles
Commercial Mgr.....Henry J. Darden, Jr.
Program Director.....Edward J. Smith

# WHTB

## TALLADEGA—1945—MBS-ALA.-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Voice of Talladega, Inc.
Business-Studio Address....Goldberg & Lewis Bldg.
Phone Number .....3733
Transmitter Location.....Sylacauga Hway.
Air Time..... 6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Standard, Keystone
Membership.....NAB, BMB
Gen.-Station-Comm. Mgr.....R. A. Davidson
Program Director.....Lillian S. Davidson
Production Director.....Bill Smith
Traffic Director.....Willard Coker
Chief Engineer.....Lester Fisher

# WTBF

## TROY—1946—MBS-ALA.-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....TroyBcstg. Corp.

Business Address.....Troy, Ala.
Phone Number.....980-1
Transmitter.....Troy, Ala.
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP
Transcription Service.....World, Keystone, SESAC
Representative.....Continental Radio Sales
Membership .....NAB, BMB
President.....J. Roy Crow
Gen.-Station Mgr.....William C. Needham
Comm. Mgr.....J. L. Brule
Pgm. Dir.....Jesse Jordan
Chief Engineer.....Joe W. Gilchrist

## WJRD

### TUSCALOOSA—1936

Frequency: 1150 Kc.....Power: 5000 Watts d; 1000 Watts n
Owned Operated By.....Jamse R. Doss, Jr.
Bus. Studio Add.....First National Bank Bldg.
Phone Number .....4464
Transmitter Location.....Northport, Ala., Off Byler Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Capitol
Representative .....Walker
Membership .....NAB
Owner, Gen.-Station Mgr....James R. Doss, Jr.
Comm. Mgr.....J. E. Reynolds
Pgm., Musical Director.....Mrs. J. R. Doss, Jr.
Prod. Dir.....Dorothy Slote
Chief Announcer.....Paul Raymon
Chief Engineer.....Lee Rector

## WTBC

### TUSCALOOSA—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Tuscaloosa Bcstg. Co.
Operated By.....Bert Bank, T. H. Todd, Jeff Coleman, Lamar Branscomb
Business-Studio Address.....City Hall Bldg.
Phone Number.....5523
Transmitter Location...15th St., across from Forest Lake
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Thesaurus
Representative:.....Sears & Ayer
Membership .....NAB
General Station Manager.....Bert Bank
Commercial Manager.....W. T. Forrester
Program Director.....V. King
Chief Engineer.....T. H. Todd

# ARIZONA

*Estimated Population 664,000—Increase +32.9%—Radio Homes 161,700*
*Total Families 172,800—Stations in State 20*

## KSUN

### BISBEE—1933—CBS-ARIZ. NET.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Carlton W. Morris
Bus.-Studio-Transmitter Address..P. O. Drawer C, Lowell Station
Phone Number.....9
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....World
Representative.....John Blair
Membership.....NAB, BMB
Gen.-Station Mgr.....Carleton W. Morris

## KCKY

### COOLIDGE—1948
### MBS-DON LEE-ARIZ. NET.

Frequency: 1150 Kc.....Power: 1,000 Watts
Owned-Oper. By.....Gila Bcstg. Co., Inc.
Business Address.....Studio Theatre Bldg.
Phone Number .....355-6
Studio Address.....Coolidge, Ariz.
Transmitter Location.....Chandler Rd.
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative.....George C. Hollingsbery
Membership .....NAB
President.....Louis F. Long
General Manager.....Paul Merrill
Station Manager.....Bill Parady
Comm.-Sales Prom. Mgr.....Pete Dillman
Prog. Dir., Chief Announcer.....Art Arnold
Prod.-Musical Dir.....Jim Fisk
Chief Engineer.....Wayne Fernyhaugh
Farm Editor.....Joe Sutton

## KAWT

### DOUGLAS—1946
### NBC-ARIZ. BCSTG.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Carleton W. Morris
Business Address.....Box 1118
Phone Number.....173
Studio-Transmitter.....Douglas, Ariz.
Air Time.....6:30 a.m.-11:15 p.m.
News Service.....AP, UP
Transcription Service.....Associated
Representative.....Paul H. Raymer
Membership.....NAB, BMB
President-Owner.....Carleton W. Morris

Gen.-Sta. Mgr., Prod. Dir.....John King
Prom. Mgr., Prog.-Pub. Dir.,
Farm Editor.....Lee Boner
Chief Announcer.....Tom Brooks
Chief Engineer.....Justin Kilness

# KWRZ

## FLAGSTAFF—1947—ARIZ. NET.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Grand Canyon Bcstg. Co.
Bus.-Studio Add....220 E. Birch, P. O. Box 519
Phone Number .....899
Transmitter....One Mi. S. Flagstaff, Hway. 89
Air Time.....7 a.m.-10 p.m.
News Service.....UP
Transcription Service.....Lang-Worth, World
Representative .....John Blair
President-Owner.....James L. Stapleton
Acting Gen.-Sta. Mgr.,
Program Director.....Mark A. Sapp
Comm.-Sales Prom. Mgr.....Hoyett L. Martin
Prod. Dir., Chief Announcer....Jack F. Murphy
Publicity Director.....Mel T. Patch
Musical Director.....Louella Pulliam
Chief Engineer.....Harry L. Woodley

# KRUX

## PHOENIX-GLENDALE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....'Gene Burke Brophy
Bus. Address....615 N. Central Ave., Phoenix
Phone Number.....2-2371
Studio-Transmitter Add.....Grand Ave., Glendale
Air Time .....Unlimited
News Service.....UP
Transcription Service....Standard, Associated
Representative.....William G. Rambeau
Membership .....NAB
President-Owner.....'Gene Burke Brophy
Comm. Mgr.....Jack Gregory
Music Dir.....Ken Davidson
Chief Engineer.....Marvin Edwards

# KWJB

## GLOBE—1938—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Gila Bcstg. Co., Inc.
Business Address.....Box 2343
Phone Number.....41
Transmitter-Studio Location...S. Globe, Ariz.
Air Time.....6:45 a.m.-11 p.m.
News Service.....AP, INS
Transcription Service.....Standard-Capitol
Representative.....Paul H. Raymer
Membership .....BMB
President.....Louis F. Long
(c/o KGLU, Safford)
General Manager.....Paul Merrill
Station Manager.....Willard Shoecraft
Commercial Manager.....John D. Seater, Jr.
Chief Engineer.....Ted Thompson

# KTYL

## MESA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned Oper. By..Sun Valley Bcstg. Co., Inc.
Business-Studio Address.....Chandler Rd.
Phone Number.....Mesa 903
Transmitter Location.....Hway. 89
Air Time .....Unlimited
News Service.....UP
Transcription Service .....Standard
President .....Howard Roberts
General Manager.....Dwight Harkins
Commercial Mgr.....Leonard Bradshaw
Program Director.....James Murdock
Chief Engineer.....William Harrison

# KNOG

## NOGALES—1948
## MBS-DON LEE-ARIZ. NET.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Border Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....Rancho Grande Hotel
Phone Number .....770
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Gene Grant
President .....Robert Marcus
Station Manager.....Samuel Marcus
Chief Engineer.....Clifford Baker

# KOOL

## PHOENIX—1947
## MBS-DON LEE-ARIZ. NET.

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By....Maricopa Bcsters., Inc.
Business-Studio Address.....Adams Hotel
Phone Number .....2-1748
Transmitter.....Chicago & McDowell Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Representative.....George P. Hollingbery
Membership .....NAB
President .....Gene Autry
Gen.-Station Mgr.....Charles H. Garland
Comm.-Sales Prom. Mgr.....Miles Reed
Program Director.....Victor Lundberg
Prod.-Musical Dir.....Jack Lund
Publicity Director.....Larry Jonas
Chief Announcer.....Gil Lee
Chief Engineer.....Selwin Kirby

# KOY

## PHOENIX—1922—CBS-ARIZ. NET.

Frequency: 550 Kc....Power: 5000 d.; 1000 n.
Owned-Oper. by..Salt River Valley Bcstg. Co.

Business Studio Address..836-838 N. Central Ave., P. O. Box 2671
Phone Number .....4-4144
Transmitter.....12th St. & Camelback Rd.
Air Time .....6 a.m.-M.
News Service.....Transradio: UP
Transcription Service.....Associated, World
Representative .....John Blair
Membership.....NAB, BMB
Pres., Comm. Mgr.....John L. Hogg
Gen.-Station Mgr.....Albert D. Johnson
Sales Prom. Mgr., Pub. Dir...George A. Loonby
Program Director.....John R. Williams
Production Mgr.-Chief Announcer....Bill Lester
Musical Director.....Alfred Becker
Chief Engineer.....Clifford R. Miller
Farm Editor.....Ernest Douglas

# KPHO

## PHOENIX—1940—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Phoenix Bcstg., Inc.
Business-Studio Address....Adams Hotel Bldg.
Phone Number .....4-7367
Transmitter Location....2400 W. Buckeye Rd.
Air Time.....5:45 a.m.-M.
News Service .....INS
Transcription Service .....Lang-Worth
Membership .....NAB
President, General Mgr.....Rex Schepp
Commercial Manager.....Frank L. Orth
Prog.-Pub.-Music Dir.....William Reddick
Chief Engineer.....Cliff Baker

# KTAR

## PHOENIX—1922—NBC-ARIZ. BCSTG.

Frequency: 620 Kc.....Power: 5000 Watts
Owned By.....KTAR Bcstg. Co.
Business Studio Address...711 Heard Building
Phone Number .....4-4161
Transmitter Location.....36th St. & East Thomas Road
Air Time.....Unlimited
News Service .....AP
Transcription Service....Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Ch. of Bd.....John J. Louis
President-General Station Manager.....Richard O. Louis
Commercial Manager.....E. W. Harvey
Sales Promotion Manager..John Edwin Miller
Program Director.....J. Howard Pyle
Production Dir.....Paul Hughes
Publicity Directors...Myron Drake, Bob Pollard
Musical Director.....Pierson Bancroft
Chief Engineer.....A. C. Anderson
Farm Editor.....Rol Laughner

# KYCA

## PRESCOTT—1940
## NBC-ARIZ. BCSTG.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....E. Gurley St.
Phone Number .....244
Transmitter.....E. Gurley St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service....Standard, Thesaurus
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Pres., Gen. Comm. Mgr.....Harold Ritter
Program Director.....Roberta M. Pfister
Publicity Director.....Marcia Gates
Chief Engineer.....George Eitel

# KGLU

## SAFFORD—1938
## NBC-ARIZ. BCSTG.

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By.....Gila Bcstg. Co.
Business-Studio Address.....1218 Sixth Ave.
Phone Number .....15
Transmitter.....E. Lone Star, Highway 70
Air Time .....Unlimited
News Service.....AP, INS, Up
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....BMB
President.....Louis F. Long
General Manager.....Paul Merrill
Station Mgr., Prog.-Music. Dir...Lester McBride
Commercial Manager.....Edward E. Furman
Sales Promotion Manager.....G. H. Paul
Production Director.....Otis E. Whelan
Pub. Dir., Chief Ann.....Edward M. Sterling
Chief Engineer.....W. Herbert Hartman
Farm Editor.....Eric Manola

# KCNA

## TUCSON—1947
## MBS-DON LEE-ARIZ.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Catalina Bcstg. Co.
Business-Studio Address.....1511 E. 16th St., Box 2348
Phone Number .....2-4664
Transmitter.....1511 E. 16th St.
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
President .....Erskine Caldwell
Station Manager.....Wayne Sanders
Sales Manager.....Harry Chambers
Program Director.....Ray Helgesen
Chief Engineer.....W. J. Karpisek

# KOPO

## TUCSON—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Old Pueblo Bcstg. Co.
Business-Studio Address....115 W. Drachman St.
Phone Number .....1752-3
Transmitter.....115 W. Drachman St.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....MacGregor
Representative .....Homer-Griffith
Membership .....NAB
President.....Harold Tourea, Jr.
General-Station Manager.....E. S. Mittendorf
Commercial Manager.....Paul Plunkett
Sales Prom. Mgr.....S. J. Kossack, Jr.
Prog. Dir., Chief Announcer, Farm Editor.....Bus Williams
Production Director.....Matt Lemen
Publicity Director.....B. Anderson
Chief Engineer.....Vernard Cimmylotti

# KTUC

## TUCSON—1929—CBS-ARIZ. NET.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Tucson Bcstg. Co.
Business-Studio Address....900 E. Broadway, P. O. Box 390
Phone Number .....1400
Transmitter.....900 E. Broadway
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Cole, SESAC
Representative .....John Blair
Membership .....NAB, BMB
Pres., Gen-Sta. Mgr.....Lee Little
Commercial-Sales Promotion Manager .....George Bradley
Business Mgr.....John Crowley
Program-Musical Director.....Gerry O'Brien
Production-Chief Announcer..Scott Henderson
Chief Engineer.....Cliff Livingston

# KVOA

## TUCSON—1929—NBC-ARIZ. BCSTG.

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By..Arizona Bcstg. Co., Inc.
Business-Studio Address.. ..48 E. Broadway, P. O. Box 2911
Phone Number .....3703
Transmitter Location....10th and Lee Streets
Air Time.....8:55 a.m.-12:30 a.m.
News Service .....AP
Transcription Service....Thesaurus, Standard, Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BMB
General Manager.....R. B. Williams
Business Mgr.....Harper M. Phillips
Sales Promotion Mgr.....Fred J. Gerletti
Program Director.....Ben L. Slack, Jr.
Production Manager.....Jean T. Lely
Chief Announcer.....George T. Callison
Chief Engineer.....Ray H. Holsclaw

# KYSC

## YUMA—1948

Frequency: 1190 Kc.....Power: 1000 Watts
Owned-Operated By.....Yumesa Bcstg. Co.
Business Address.....601 Orange Ave.
President.....N. S. McCallum
V.P. & Mgr. Director.....J. R. Heath

# KYUM

## YUMA—1940—NBC-ARIZ. BCSTG.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Yuma Bcstg. Co.
Business Address.....1901 1st St.
Phone Number .....88
Transmitter-Studio Location.....1901 1st St.
Air Time .....Unlimited
Transcription Service.....Capitol, Thesaurus
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....R. N. Campbell
General Manager.....Ray C. Smucker
Commercial Manager.....Roy L. Jorgensen
Program Director.....Paul W. Dawson
Musical Director.....Don Metcalf
Chief Engineer.....Leavenworth Wheeler

Howard E. Pill, President, Radio Station WSFA, Montgomery, Ala.: "I came into radio business from newspaper business — and THE ASSOCIATED PRESS has been regarded as tops by me ever since my first job as a cub reporter more than 25 years ago."

# ARKANSAS

*Estimated Population 1,925,000—Increase —1.3%—Radio Homes 430,600*
*Total Families 512,500—Stations in State 27*

## KVRC

### ARKADELPHIA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cecil W. Cupp
Business Address.....506 Main St.
Phone Number .....789
News Service .....AP
Transcription Service .....World
President-Owner.....Cecil W. Cupp
General & Coml. Mgr.....J. M. Moore
Program Director.....Bill Deaton
Chief Engineer.....E. H. Summers

## KLCN

### BLYTHEVILLE—1922—ARK.-LION

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Harold L. Sudbury
Address .....Sudbury Bldg.
Phone Number .....2093
Studio Address.....Sudbury Bldg.
Transmitter Location.....E. Highway 18
Air Time .....Daytime
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Representative.....John E. Pearson
Membership .....BMB, FMA
Gen.-Sta.-Comm. Mgr.....Harold L. Sudbury
Sales Manager.....J. T. Sudbury
Production Director.....Kyle Lambart
Chief Engineer.....Marion Skinner

## KAMD

### CAMDEN—1946
### MBS-KBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Camden Radio, Inc.
Business Address.....P. O. Box 5859
Phone Number .....6-791-2
Transmitter-Studio Location..So. California St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Keystone, SESAC
Membership .....NAB, BMB
President.....Walter E. Hussman
General Manager.....Frank O. Myers
Station Manager.....David Crockett
Commercial Manager.....James Blaine
Prog. Dir., Chief Announcer.....Cal Carter
Production Director.....Rene Hamm
Chief Engineer.....Dorris C. Hunter

## KELD

### EL DORADO—1935
### ABC-ARK., RAZORBACK, LION

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Enterprises, Inc.
Business-Studio Address..Home Finance Bldg.
Phone Number .....1313
Transmitter Location.....Country Club Colony
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Continental Radio Sales
Membership .....NAB
President.....W. N. McKinney
Vice President, Gen.-Station-Sales Manager.....Leon M. Sipes
Publicity Dir., Comm. Mgr.....J. R. Duerson
Program Director, Production Manager.....W. N. McKinney
Musical Director.....Martha Wood
Chief Engineer.....John Long
Farm Editor.....Charles Clifton

## KGRH

### FAYETTEVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Fayetteville Bcstg. Co.
Business Address.....922 Leverett St.
Phone Number .....862
Transmitter Location.....922 Leverett St.
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
Representative .....Ra-Tel Reps.
General Manager.....Fred J. Stevenson
Commercial Manager.....Jeff Lynch
Program Director.....Al Rowe
Chief Engineer.....George Dotson
Chief Announcer.....Pat Perrin
Music Director.....Steve Starwyck

## KFSA

### FORT SMITH—1946—ABC

Frequency: 950 Kc...Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Southwestern Pub. Co.
Business Address.....920 Rogers Ave.
Phone Number .....3126
Transmitter Location.....360 Wheeler Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Donald W. Reynolds
Gen. Mgr.....Karl Lambertz
Chief Engineer.....Robert Platt, Jr.

# KFPW

## FORT SMITH—1930

## MBS-RAZORBACK ARK.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By .....Southwestern Hotel Co.
Address.....2917 Rogers Ave.
Phone Number .....4105
Studio Addresses.....2917 Rogers Ave., 1213 Garrison Ave.
Transmitter Location.....Albert Pike & Kelley Highway
Air Time .....Unlimited
News Service.....UP, AP
Transcription Service .....World
Representative .....Walker
Membership .....NAB, BMB
Pres., Gen. Manager.....John A. England
Station Mgr., Farm Editor.....J. E. Garner
Comm.-Sales Prom. Mgr.....Al Godwin
Program-Musical Dir.....Dorothy Gibson
Production Director.....Afton Blake
Publicity Director.....J. E. Garner
Chief Announcer.....J. F. Hendrix
Chief Engineer.....Willard E. Kunkel

# KWHN

## FORT SMITH—1947

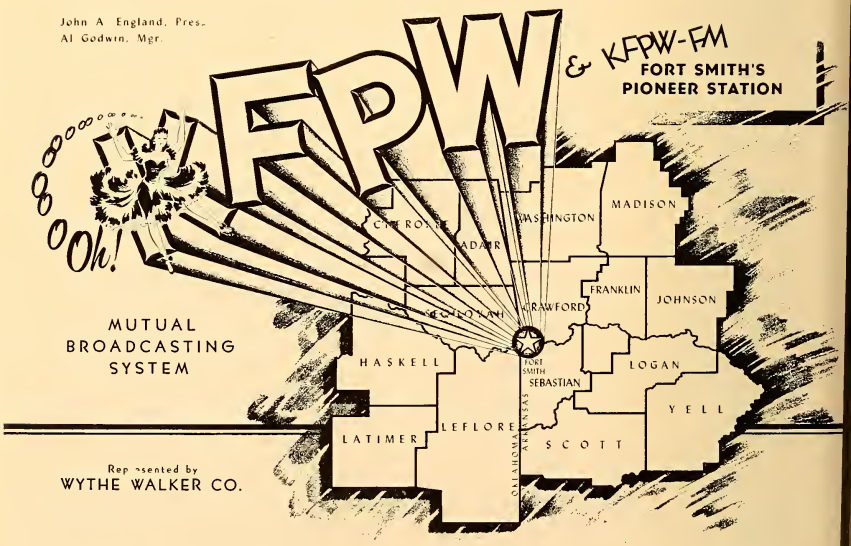
Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By....KWHN Bcstg. Co. Inc.
Business-Studio Address.....421-423 Garrison Ave.
Phone Number .....8967-8
Transmitter Location.....End of Plum St.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Associated
Representative.....John E. Pearson
Membership .....NAB, BMB
President .....Allen Whiteside
Sec. & Treas.....H. S. Nakdimen
Comm. Mgr.....Jimmy Jones
Chief Engineer .....Bruce Dennis

# KHOZ

## HARRISON—1946

## MBS-RAZORBACK-OZARK-ARK.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Harrison Bcstg. Corp.
Business-Studio-Transmitter Address.....Radio City Addition

Phone Number .....840
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard, SESAC
Representative.....Burke, Kuipers & Mahoney
Membership .....NAB
President.....Roy Milum, Sr.
Gen.-Sta.-Comm. Mgr....Robert S. Wheeler, Jr.
Sales Promotion Mgr.....Tom Longfellow
Prog.-Prod. Dir., Chief Ann.....Jimmie Jobes
Publicity Director.....Judd Wilson
Musical Dir., Chief Engineer.....Don Causey
Farm Editor.....Leon Shaddox

# KFFA

## HELENA—1941—MBS-KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Helena Bcstg. Co.
Business-Studio Address.....215 York St.
Phone Number.....Main 58-9
Transmitter Location.....Stringtown Rd., W. Helena
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Membership .....NAB, BMB
Pres., Sta. Mgr.....Sam W. Anderson
Comm. Mgr., Farm Editor.....Ted Woods
Sales Mgr., Prog.-Prod.-Publicity Director .....George Cline
Chief Announcer, Musical Dir.....Joe Nearns
Chief Engineer.....Aubrey Dekker

# KXAR

## HOPE—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hope Bcstg. Co.
Business Address.....P. O. Box 398
Phone Number .....508
News Service .....AP
Transcription Service .....Lang-Worth
President.....A. H. Washburn
Gen. Mgr., Chief Engineer.....L. B. Tooley
Program Director.....George Frazier

# KTHS

## HOT SPRINGS—1924—ABC

Frequency: 1090 Kc...Power: 10,000 D, 1,000 N
Owned By....Times Publishing Company, Ltd.
Operated By.....Radio Broadcasting, Inc.
Business-Studio Address....135 Benton Street
Phone Number .....1160-1
Transmitter Location.....Route 2
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....NAB, BMB
President-Owner.....John D. Ewing
General Manager.....John J. Wolever, Jr.
Commercial Manager.....Ed. C. Appler
Program Director.....J. F. Farber
Chief Announcer.....William S. Bailey
Musical Director.....Harry Lockhart
Chief Engineer.....Cecil L. Suitt

# KWFC

## HOT SPRINGS—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clyde E. Wilson
Business-Studio Address.....Malco Building
Phone Number .....412-3
Transmitter Location.....Malco Bldg.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Representative.....Sears & Ayers
Membership .....NAB, BMB
President-Owner.....Clyde E. Wilson
General-Station Manager.....Bob Choate
Comm. Mgr.....L. J. Dickon
Chief Engineer.....Tom Wilson

# KBTM

## JONESBORO—1930—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Regional Bcstg. Co.
Business-Studio Address....KBTM Bldg., 603 Madison St.
Phone Number .....5597
Transmitter Location.....Route No. 4
Air Time.....6:00 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, SESAC
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....Jay P. Beard

# KARK

## LITTLE ROCK—1928
## NBC-SOUTHCENTRAL QUAL.-ARK.

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....Arkansas Radio and Equipment Co.
Business-Studio Address..Radio Center, 114 East Capitol Ave.
Phone Number.....LD 99
Transmitter Location.....Hiway 67, Jackson Blvd., North Little Rock
Air Time .....Unlimited

News Service.....AP, UP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NAB, BMB
Owner.....T. H. Barton
Gen.-Station Mgr.....G. E. Zimmerman
Commercial Manager.....Julian F. Haas
Prog.-Music Director,
Production Manager.....Douglas J. Romine
Sales Mgr. Pub. Dir.....A. C. Dowden
Chief Engineer.....Dan L. Winn

# KGHI

## LITTLE ROCK—1927—ABC

Frequency: 1250 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....KGHI Bcstg. Service
Address....Union Life Insurance Bldg., 306 W. 3rd St.
Phone Number .....9166
Transmitter Location.....Cantrell Rd.
Air Time.....5:30 a.m.-M.
Representative.....George P. Hollingbery
General Manager.....S. C. Vinsonhaler
Commercial Manager.....D. R. Corbett

# KLRA

## LITTLE ROCK—1928—CBS

Frequency: 1010 Kc...Power: 10,000 Watts D, 5,000 Watts N
Owned-Oper. By.....Arkansas Bcstg. Co.
Business-Studio Address.....Gazette Bldg.
Phone Number .....2-5427
Transmitter Location..On Highway 70, 7 Mi. E. of Little Rock
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....J. N. Heiskell
General Manager.....Ed Murphy
Program Director.....Harris Owen
Chief Engineer.....Kermit F. Tracy
Farm Editor.....Deno Nichols

# KVLC

## LITTLE ROCK—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By..Southwestern Bcstg. Co.
Bus.-Studio Address.....527 Pyramit Bldg.
Phone Number .....5-5321
News Service .....UP
Transcription Service .....World
Representative .....Forjoe
President .....A. Bensky
General Manager.....Leonard Coe
Commercial Manager.....Bob Harrison
Program Director.....David Donovan
Promotion Mgr.....Clovis Copeland
Chief Engineer.....O. E. Kelly

# KVMA

## MAGNOLIA—1948

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Magnolia Bcstg. Co.
Address .....McKay Bldg.
President .....J. Rushton
V.P.'s.....Dr. J. H. & Leon J. Wilson
General Manager.....Lewis Byrne
Commercial Manager.....Bill Humbert

# KXLR

## LITTLE ROCK—1946
## MBS-RAZORBACK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ark. Airwaves Co.
Business Address.....217 E. Third St.
Phone Number.....(Studio) 2-2155 (Office) 4-8928
Studio-Transmitter Address..Cotton Belt Bldg.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, Standard
Representative....Burke, Kuipers & Mahoney
Membership .....NAB
President.....John F. Wells
General Manager.....Emil J. Pouzar
Farm Editor.....Bobbie Forster
Chief Engineer.....Earl H. Butler

# KDRS

## PARAGOULD—1947
## KBS-RAZORBACK

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Progressive Bcstg. Co.
Address .....Box 491
Phone Number .....627
Transmitter Location.....½ mile East of Paragould, Highway 25
Air Time.....6 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Standard
Representative.....Continental Radio Sales
Membership .....NAB
Gen.-Comm. Manager.....Ted Rand
Program Director.....Ray Dexter
Chief Announce-.....Claude Roper
Business Manager.....T. M. Self
Chief Engineer.....J. E. Douglas
Farm Editor.....Bill Driskell

# KCLA

## PINE BLUFF—1947—RAZORBACK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Engineering Service
Bus.-Studio-Transmitter Address .....2900 West 28th
Phone Number .....1900
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Sta. Mgr., Prog. Dir.....Kenneth Kesterson
Commercial Manager.....Clyde Martin, Sr.
Chief Engineer.....Charles Penix

# KOTN

## PINE BLUFF—1934—MBS-KBS-ARK.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Universal Bcstg. Corp
Bus.-Studio-Transmitter Address.....505½ Main St., Box 957
Phone Number .....721
Air Time .....Unlimited
News Service .....AP
Transcription Service....Thesaurus, Keystone, Cole
Membership .....NAB
Pres., Gen. Mgr.....B. J. Parrish
Asst. Mgr.....R. W. Etter
Commercial Manager.....Joe L. Wallace
Program Director.....Lois Sloan

# KXRJ

## RUSSELLVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Valley Bcstrs., Inc.
Business Address .....Russellville
Phone Number .....299-786
Studio-Transmitter Address .....Russellville
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Capitol, Keystone
Membership .....NAB, BMB
Pres., Sta. Mgr.....Jerrell A. Shepherd
Commercial Manager.....R. L. McCarrell
Chief Announcer.....James Lipsey
Chief Engineer.....William Sneed

# KUOA

## SILOAM SPRINGS—1923—MBS-KBS

Frequency: 1290 Kc.....Power: 5,000 Watts
Owned-Operated By.....KUOA, Inc.
Business-Studio Address.....Siloam Springs
Phone Number .....77
Transmitter Location.....Siloam Springs
Air Time.....6 a.m.-Local Sunset
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Rural Radio
Membership.....NAB, BMB, FMA
President.....John E. Brown, Sr.
Gen.-Station Manager.....Storm Whaley
Program Director.....Ralph Kennedy
Asst. Manager.....Clinton Fowler
Chief Engineer.....Cecil E. Smith
Farm Editor.....Charles E. Hoke

# KWAK

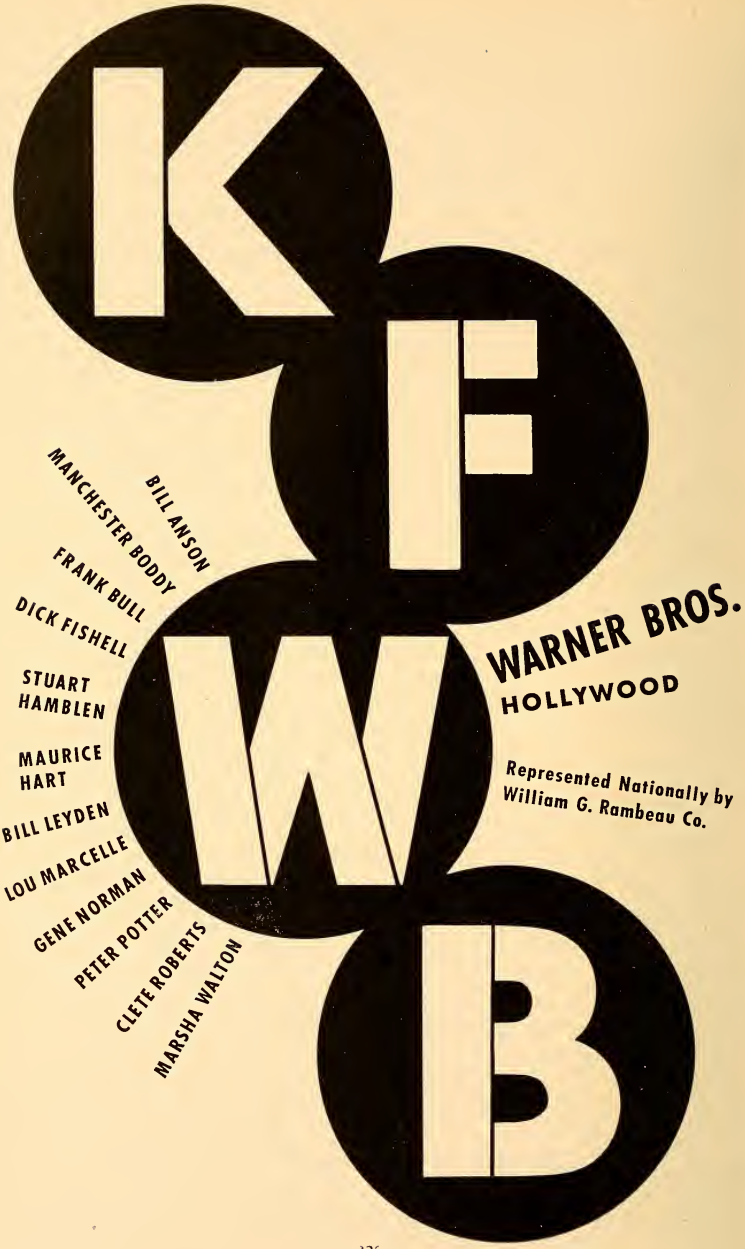
## STUTTGART—1948
## MBS-RAZORBACK

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Stuttgart Bcstg. Corp.
Business Address.....1818 S. Buerkle St., Box 271
Phone Number .....842
Studio-Transmitter Address....1818 S. Buerkle
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative.....Burke, Kuipers & Mahoney
President .....Beloit Taylor
Gen.-Station Manager.....Melvin P. Spann
Commercial Manager.....Skip Landen
Program Director.....Carroll Lee
Chief Engineer.....Jack Warden

# KWEM

## WEST MEMPHIS—1947

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..West Memphis Bcstg. Corp.
Business-Studio Address.....229 Broadway
Phone Number.....Memphis 80518, W. Memphis 463
Transmitter Location.....Highway 70, West Memphis
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Representative.....Burke, Kuipers & Mahoney
President.....J. C. Johnson
Sta. Mgr., Chief Engineer...Vernon Dillaplain
Comm. Mgr., Prog. Dir.....Roger Davison
Chief Announcer.....Frank Kelly


KFWB
BILL ANSON
MANCHESTER BODDY
FRANK BULL
DICK FISHELL
STUART HAMBLEN
MAURICE HART
BILL LEYDEN
LOU MARCELLE
GENE NORMAN
PETER POTTER
CLETE ROBERTS
MARSHA WALTON
WARNER BROS.
HOLLYWOOD
Represented Nationally by
William G. Rambeau Co.

# CALIFORNIA

*Estimated Population 10,031,000—Increase +45.2%—Radio Homes 2,929,200*
*Total Families 2,983,000—Stations in State 123*

## KAFY

BAKERSFIELD—1946—MBS-DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Bakersfield Bcstg. Co.
Business-Studio Address....2013 Chester Ave.
Phone Number .....88700-77800
Transmitter Location..Poplar Lane at Rosedale Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson; Western Radio Advertising
Membership .....NAB, BMB
President.....George B. Crome
General Manager.....Sheldon Anderson
Station Manager.....Frank Wilbur
Program Director.....Naum Healy
Chief Announcer.....Paul Freeman
Chief Engineer.....Ted Froming

## KERN

BAKERSFIELD—1932—CBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Operated By...McClatchy Bdcstg. Co.
Business-Studio Address..Elk's Club Building
Phone Number .....8-8431
Transmitter Location....Oak and Ming Streets
Air Time..... .....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....World, MacGregor, SESAC
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Eleanor McClatchy
Station Manager.....Walter Baziuk
Comm.-Sales Manager.....Clinton Johnson
Prog.-Pub. Director.....Ramsey Elliott
Chief Engineer.....Luverne Shatto
Farm Editor.....Edward Sturgeon

## KERO

BAKERSFIELD—1946—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Paul R. Bartlett
Address.....1420 Truxton Ave.
Phone Number .....44548
Transmitter Location.....17th & "T" Sts.
Air Time.....4:30 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Avery Knodel
Membership .....NAB
Owner .....Paul R. Bartlett
Station Manager.....Gene DeYoung
Program Director, Farm Editor...Warren Mead
Publicity Director.....Ken Croes
Chief Announcer.....Bill Elliott
Acting Chief Engineer.....Alfred Horton

## KPMC

BAKERSFIELD—1934—ABC

Frequency: 1560 Kc.....Power: 1000 Watts
Owned-Oper. By.....Pioneer Mercantile Co.
Business-Studio Address.....307 E. 21st St.
Phone Number .....8-8157
News Service.....AP, UP
Transcription Service...Associated, Thesaurus
Representative .....Gene Grant
President.....F. G. R. Schamblin
General Manager.....L. A. Schamblin
Commercial Manager.....C. C. Sturm
Promotion Manager.....E. A. Mason
Chief Engineer.....L. P. Jarvis

## KPAS

BANNING—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Pass Bcstg. Co.
Business-Studio-Transmitter Address 4425 W. Ramsey St.
Phone Number.....515-6
Airtime .....6:30 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative ....Gene Grant, Donald Cooke
Membership .....NAB
President.....John Phillips
General Station Manager.....Carl Phillips
Commercial-Sales Pro. Mgr...Patrick G. Smith
Program-Production-Publicity Director .....Carlton H. Anderson
Chief Announcer.....Loehr Rigby
Musical Director.....Roger Nedry
Chief Engineer.....Frank Dunn
Farm Editor.....Marvin H. Patchen

## KWTC

BARSTOW—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.Mojave Valley Bcstg. Co.
Business Address..Radio Center, P.O. Box 697
Phone Number .....4001
Studio-Transmitter Address.....Radio Center
Air Time.....7 a.m.- 11 p.m.
News Service .....UP
Transcription Service .....World

Station Representative
..Gene Grant, Donald Cooke
Membership .....NAB
Pres., Comm. Mgr., Pub. Dir.....W. T. Brown
General-Station Manager..Burton C. Boatright
Sales Prom. Manager. Maynard M. Marquardt
Prog.-Prod. Dir., Farm Editor....Robert E. Reno
Chief Announcer.....Seymour Willing

# KRE

## BERKELEY—1923

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Central California Broadcasters, Inc.
Address.....601 Ashby Avenue
Phone Number.....Ashberry 3-7715
Air Time.....Unlimited
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
Gen. Station Manager.....Arthur Westlund
Comm.-Promotion Manager.....Don Hambly
Production Director.....Les Avery
Chief Engineer.....Dave Fields

# KUCB

## BLYTHE—1948—CALIF. RURAL-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bcstg Corp. of America
Business Address.....P. O. Box 668
Phone Number .....2237
News Service .....AP
Transcription Service.....World, Associated
Representative .....Pearson
President, General Mgr.....W. L. Gleeson
Station Manager.....R. A. Wareham
Chief Engineer.....Stan Reynolds

# KROP

## BRAWLEY—1946—ABC-KBS

Frequency: 1300 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By..Bcstg. Corp. of America
Business-Studio Address.....P. O. Box 238;
Phone Number .....1300
Transmitter Location....Del Rio Country Club
Air Time .....Unlimited
News Service .....AP
Transcription Service..Associated, World, KBS
Representative.....John E. Pearson
Membership .....NAB
President, General Mgr.....W. L. Gleeson
Commercial Mgr.....Bill A. Geddes
Prog. Dir., Prod. Mgr.....Jack Cronin
Chief Engineer.....Jerry G. Collette
Farm Editor.....Bob Hagopian

# KWIK

## BURBANK—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Burbank Bcstrs., Inc.
Business-Studio Address..20 W. Burbank Blvd.
Phone Number.....CHarleston 0-2111
Transmitter Location.....Amherst St.
Air Time.....24 Hrs.
News Service .....UP
Transcription Service..Lang-Worth, Standard
President.....James H. Furns
General Manager.....Geo. H. Bowles
Vice Pres., Comm. Mgr.....W. J. Handelsman
Program Director.....Orval Anderson
Chief Engineer.....William F. Jones

# KICO

## CALEXICO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Charles R. Love
Business Address.....P. O. Box 786
Phone Number .....918
Air Time.....5 a.m.-M.
Studio-Transmitter Address.....1½ Mi. N. Calexico, Hgwy 99.....
News Service .....AP
Transcription Service .....Associated
Representative....National Radio Sales, Gene Grant
General Sta. Comm. Mgr.....Charles R. Love
Program Dir., Chief Announcer....Fred Pelger
Chief Engineer.....Richard Gunn

# KHSL

## CHICO—1935—MBS-DON LEE

Frequency: 1290 Kc.....Power: 1000 Watts (C.P. 5000 Watts)
Owned-Operated By.....Golden Empire Bcstg. Co., Inc.
Address.....4th & Broadway Sts.
Phone Number .....237-8
Transmitter Location.....Hooker Oak & Madrone Aves.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Gene Grant
President .....Hugh McClung
General Manager.....M. F. Woodling
Commercial Manager.....J. A. Pero
Program Director.....Thomas Nelson
Cihef Engineer.....Russell B. Pope

# KBUC

## CORONA—1948—S. CALIF. RURAL

Frequency: 1370 Kc.....Power: 500 Watts

Owned-Operated By..American Pacific Radio Bcstg. Co.
Business Address.....117 West 7th St.
Phone Number .....1370-1-3
Studio-Transmitter Address.....Custer Road
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service..MacGregor, Lang-Worth
Membership .....NAB
General Partners.....Elmer J. Bucknum, John G. Bucknum
Station Manager.....William W. Phreamer
Prog.-Publicity Director.....John G. Bucknum
Chief Engineer.....F. M. Johnson

# KRDU

## DINUBA—1946—UNITED PACIFIC

Frequency: 1130 Kc.....Power: 250 Watts d.
Owned-Operated By.....Radio Dinuba Co. P.O. Box 157
Business-Studio Address.....110 N. "L" St.
Phone Number .....500
Transmitter Location.Bet. W. Dinuba & Reedley
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
President, Gen.-Station Manager.Egan A. Hafer
Program Director.....Harold Sparks
Farm Editor.....Dave L. Hofer, Jr.
Chief Engineer.....Troy L. Banks

# KXO

## EL CENTRO—1927—MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Valradio Inc.
Business Address.....Box 140
Phone Number .....1100
Transmitter-Studio Location.....South 4th St.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....Paul A. Jenkins
General-Station Manager.....Doyle Osman
Commercial Manager.....Belle Hovey
Sales Promotion Mgr.....Bob Smith
Prog. Dir., Prod. Mgr.....King Brooker
Chief Engineer.....Wilbur Miller

# KHUM

## EUREKA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Carroll R. Hauser
Business-Studio Address.....Vance Hotel
Phone Number.....3900
Transmitter Location.....1025 W. Murray St.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative.....Western Radio Adv.; John Pearson
Membership .....NAB
President-Owner, General Manager.....Carroll R. Hauser
Sales Promotion Manager, Program Director, Production Manager..Frank Robinson Brown
Chief Engineer.....Edward P. Strople
Farm Editor.....Frank M. Smith

# KIEM

## EUREKA—1933—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned Opr. By....Redwood Bdcstg. Co., Inc.
Business-Studio Address..Radio Center, E. and Sixth Sts.
Phone Number .....4000
Transmitter Location...Eureka Inlet, Humboldt Bay
Air Time.....5:55 a.m.
News Service .....UP
Transcription Service.....World, Standard
Representative .....John Blair
Membership .....NAB, BMB
President, General Manager, Station Manager.....Wm. B. Smullin
Commercial Manager.....Don Telford
Sales Promotion Manager.....Robert Stach
Program Director.....Charles Paul Corbin
Production Director.....Ed Arnold
Publicity Director.....Dave Borum
Chief Announcer.....Dave Hildebran
Chief Engineer.....John Bauriedel

# KDAC

## FORT BRAGG—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By:..Mendocino Coast Bcstg. Co.
Business-Studio-Transmitter Address.....2100 East Oak St.
Phone Number .....822-3
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Forjoe
Membership .....NAB
Gen.-Station Manager.....T. R. Amarante
Commercial Manager.....E. Mertle
Sales Promotion Manager.....Bud Baker
Program Director.....Arvo Hapenen
Prod.-Musical Director.....Bill Nieson
Publicity Director.....Bud Baker
Chief Announcer.....Art Leavitt
Chief Engineer.....Creigh Smith
Farm Editor.....Bill Tregonning

# KARM

## FRESNO—1938—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By....KARM, The George Harm Station
Business-Studio Address..1333 Van Ness Ave.
Phone Number .....4-2966
Transmitter Location..Van Ness and Alluvial Avenues
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service .....Standard
Representative.....Edward Petry
Membership .....NAB
President-Owner .....Hattie Harm
General-Station Manager....Clyde F. Coombs
Exec. Sec., Promotion Manager....Eldora Roth
Program, Prod. Director.....John Garrick
Farm-News Editor.....Ed Clough
Chief Engineer.....Elbert Dean

# KBNO

## FRESNO—1948

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Baker Bcstg. Co.
Business-Studio Address....1121 N. Fruit Ave.
News Service .....UP
Partners....John L. Baker, Peter K. Onnigian, Dr. George F. Baker, J. Schiffer, Harry Haratunian
Manager.....Charles P. Scott

# KFRE

## FRESNO—1942—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....J. E. Rodman
Business-Studio Address..T. W. Patterson Bldg.
Phone Number .....4-5001
Transmitter Location.....First & Clinton Sts.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service.....Associated, World, Capitol
Representative .....Avery-Knodel
Membership.....NAB, BMB
Owner.....J. E. Rodman
General Manager.....Paul R. Bartlett
Commercial Manager.....Nolly Moyer
Program Director.....Ed J. Frech
Chief Engineer.....K. L. Mealey

# KMJ

## FRESNO—1922—NBC

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....McClatchy Bcstg. Co.
Business-Studio Address..1559 Van Ness Ave.
Phone Number .....3-6277
Transmitter Location.....Kerman, Calif.
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Eleanor McClatchy
Station Manager.....Hal Brown
Sales Manager.....Coyle Chambers
Program Director.....Joe Tomes
Traffic .....Andy Patterson
Prom.-Publicity Dir.....Jack Griffith
Chief Engineer.....William N. Wallace
Farm Editor.....Wally Erickson

# KYNO

## FRESNO—1947—MBS-DON LEE

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Operated By.....Robert Schuler, Sheldon Anderson, L. E. Chenault, Bert Williams
Business Address.....Hotel Fresno
Phone Number .....2-6141
Air Time.....5 a.m.-M.
Transmitter.....Barton & McKinley Aves.
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson, Western Radio Adv.
Membership .....NAB
President .....Robert Schuler
General Station Manager.....L. E. Chenault
Prod. Dir., Chief Announcer.....Warren Tufts
Music Director.....Alvin Cross
Chief Engineer.....Bert Williamson

# KIEV

## GLENDALE—1933

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Operated By.....Cannon System, Ltd.
Address.....102 N. Glendale Ave.
Phone Number.....Chapman 5-2388, Cyprus 1-1133
Air Time.....6 a.m. to local sunset
News Service .....UP
Transcription Service .....Standard
Membership .....NAB
President.....David H. Cannon
General Station Mgr.....Cal Cannon
Prog. Dir. Chief Announcer.....Hal Smith
Chief Engineer.....Vern Schumann

# KGFN

## GRASS VALLEY—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Forty-Niner Bdcstg. Co.
Business Address.....P. O. Box No. 924
Phone Number .....1400
Transmitter-Studio Location.....Grass Valley, Nevada City Highway
Air Time .....Unlimited

News Service .....AP
Transcription Service.....Standard, Keystone
President.....W. H. Westbrook
Gen.-Comm. Mgr., Prog. Dir.....Robert Allene
Promotion Manager.....Victor Tamietti
Chief Engineer.....James R. Johnson, Jr.

# KNGS

## HANFORD—1948

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By..Hanford Publishing Co.
Business Address.....P. O. Box 620
Phone Number .....620
Air Time.....5 a.m.-M.
Transmitter.....4 Mi. E. Hanford Hgwy. 198
News Service .....INS, UP
Transcription Service.....Associated, World
Representative .....Grant
Membership .....NAB
General Mgr.....Don C. Reeves
Commercial Mgr.....John Cohan
Program Dir.....E. C. Balthis
Chief Engineer.....Jack H. Sole

# KFWB

## HOLLYWOOD—1925

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Warner Bros. Bcstg. Corp.
Business-Studio Address..5833 Fernwood Ave.
Phone Number.....HE 5151
Transmitter Location.....5775 W. Jefferson, Los Angeles, Calif.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, INS, UP
Representative.....William G. Rambeau
Membership .....NAB
General Manager.....Harry Maizlish
Asst. Manager.....William V. Ray
Adv. Director.....Sydney Yallen
Commercial Manager.....Berne W. Wilkins
Publicity Director.....Gene Gach
Program Director, Production Manager .....Thomas Freebairn-Smith
News Director.....Al Gordon
Chief Engineer.....Harry Myers
Musical Director.....Dion Romandy

*(See Page 326)*

# KGFJ

## HOLLYWOOD—1926

Frequency: 1230 Kc.....Power: 500 Watts d.; 250 Watts n.
Owned-Operated By.....Ben S. McGlashan
Business-Studio Address....6314 Sunset Blvd.
Phone Number.....Hillside 0201
Transmitter Location...Washington & Oak Sts., L. A.
Air Time.....24 hrs.
News Service.....UP
Membership .....NAB
Owner.....Ben S. McGlashan
General-Station Manager.....Thelma Kirchner
Commercial Manager.....Jim Strain
Program Director.....M. Elmitt Eastcott
Chief Engineer.....Homer Obuchon

# KREO

## INDIO—1946
## CALIF. RURAL—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Bcstg. Corp. of America
Business Address.....P. O. Box 707
Phone Number.....Indio 7403
Transmitter Studio Location.....Calhoun St.
Air Time.....Unlimited
News Service .....AP
Transcription Service.....World
Representative.....John E. Pearson
Membership .....NAB, BMB
President & General Mgr...William L. Gleason
Station Manager.....S. G. Reynold
Asst. Manager.....F. A. Dimien
Program Director.....Doug Caplette
Chief Announcer.....Douglas Fishell
Chief Engineer.....Stanley G. Reynolds

# KCVR

## LODI—1946—KBS

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By....Central Valley Radio
Business Address.....P. O. Box 600
Phone Number.....Lodi 1700
Transmitter Studio Location.....1.8 mi. N.W. of Lodi
Air Time .....Daytime only
News Service .....UP
Transcription Service .....Standard
General Manager.....Herbert W. Brown
Station Manager.....David A. Brown

# KFOX

## LONG BEACH—1924

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By..Nichols & Warinner, Inc.
Address.....220 E. Anaheim Street
Phone Number.....Long Beach 672-81
Transmitter Location....220 E. Anaheim Street
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service..Standard, Lang-Worth, Cole
Representative .....Burns-Smith
Membership .....NAB
President, Gen., Sta. Mgr.....Hal G. Nichols
Pub. Dir.....Norman Masterson
Commercial, Sales Mgr., Chief Engineer.....Lawrence W. McDowell

# KGER

## LONG BEACH—1926

Frequency: 1390 Kc.....Power: 5,000 Watts
Owned By.....Radio Station KGER
Business Studio Address.....435 Pine Ave.
Phone Number.....Long Beach 727-85
Transmitter Location.....6417 E. Olive Ave., Paramount, Calif.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, Lang-Worth, Associated
Representative.....J. H. McGillvra
Membership .....NAB
Sales Manager.....Earl Rutledge
Musical Director.....Helene Smith
Chief Engineer.....Luther Crumbaugh

# KECA

## LOS ANGELES—1929—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By..American Bcstg. Co., Inc.
Business Address.....6363 Sunset
Phone Number.....HUdson 2-3141
Studio Address.....1440 No. Highland
Transmitter Location.....2951 S. Fairfax Ave.
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Lang-Worth
Representative.....ABC Spot Sales
Membership .....NAB, BMB
President.....Mark Woods
General Manager.....Clyde P. Scott
Sales Manager.....Amos T. Baron
Program Director.....Rollo Hunter
Publicity Director.....Virginia West
Chief Announcer.....Dresser Dahlstead
Western Div. Mgr. of Technical Operations.....Phil Caldwell

# KFAC

## LOS ANGELES—1931

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Los Angeles Bcstg. Co., Inc.
Business-Studio Address.645 S. Mariposa Ave.
Phone Number.....Fitzroy 1231
Transmitter Location...3725 Chesapeake Ave.
Air Time.....24 hrs.
News Service .....AP
Transcription Service.....Associated, SESAC
Membership .....NAB, BMB
President, General-Station-Commercial-Sales Promotion Manager...Calvin J. Smith
Program Director, Production Manager .....Carlyle Stevens
Pub. Dir.....Murry Boggs
Chief Announcer.....Carlyle Stevens
Musical Librarian.....Barbara Jacobson
Chief Engineer.....Ron Oakley

# KFI

## LOS ANGELES—1922—NBC

Frequency: 640 Kc.....Power: 50,000 Watts
Owned-Operated By..Earle C. Anthony, Inc.
Business-Studio Address..141 N. Vermont Ave.
Phone Number.....FAirfax 2121
Transmitter Location.....Buena Pk.
Air Time.....5:30 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....Capitol, Associated, World
Representative .....Edward Petry
Membership .....NAB, BMB
President-Owner.....Earle C. Anthony
General Manager.....W. B. Ryan
Sales, Promotion Mgr.....Kevin B. Sweeney
Acting Program Dir., Production Dir...Pat Kelly
Musical Director.....Bob Mitchell
Chief Engineers.....Curtis Mason, H. L. Blatterman
Farm Editor.....Nelson McInnich

# KFVD

## LOS ANGELES—1936

Frequency: 1020 Kc.....Power: 5,000 Watts d.
Owned-Operated By.....Standard Bcstg. Co.
Business-Studio Address..338 South Western Ave.
Phone Number.....FAirfax 6361
Transmitter Location..5526 East Cortland, Lynwood, Calif.
Air Time .....Limited
News Service .....UP
Transcription Service.....Cole; Lang-Worth; MacGregor
Representative .....Donald Cooke
Membership .....NAB
President .....J. Frank Burke
General Manager.....Frank Burke
Commercial-Sales Promotion-Production Manager .....Harry Patterson
Program-Publicity Director.....Carl Brewster
Chief Announcer.....Hunter Hancock
Chief Engineer.....Leonard Reeves
Farm Editor.....George Milne

# KHJ

## LOS ANGELES—1922
## MBS-DON LEE

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..Don Lee Bcstg. System
Business-Studio Address.....1313 N. Vine St., Hollywood
Phone Number.....HUdson 22133
Transmitter Location.....Venice Blvd.
Air Time.....6 a.m.-1 a.m.
News Service.....AP, INS
Transcription .....World
Representative .....John Blair

Membership ..... NAB
Pres. General-Station Mgr... Lewis Allen Weiss
Sales Manager..... Herbert Sonnenberg
Comm. Mgr..... Henry Gerstenkorn
Program Director..... Charles Bulotti
Production Manager..... Anthony J. La Frano
Publicity Director..... Mark Finley
Musical Director..... Harry Zimmerman
Chief Engineers..... Frank Kennedy, Walter Carruthers

# KLAC

## LOS ANGELES—1946

Frequency: 570 Kc..... Power: 5000 Watts
Owned-Operated By..... KMTR Radio Corp.
Address..... 1000 Cahuenga Blvd.
Phone Number..... Hillside 1161
Transmitter Location.. N. Soto & Multnomah Sts.
Air Time..... Unlimited
News Service..... AP, UP
Transcription Service..... Capitol
Representative..... Adam J. Young, Jr.
Membership ..... NAB
President..... Dorothy S. Thackrey
Gen. Sta. Manager..... Don J. Fedderson
Comm. Sales Prom. Mgr..... D. E. Lundy
Prog., Prod. Dir. ..... Fred Henry
Pub. Dir..... Red Doff
Chief Announcer..... Al Warner
Music Director..... Roc Hillman
Chief Engineer..... Carl Olson

# KMPC

## LOS ANGELES—1927

Frequency: 710 Kc... Power: 50,000 d., 10,000 n.
Owned-Operated By..... G. A. Richards
Business-Studio Address.... 5939 Sunset Blvd.
Phone Number..... Hollywood 5341
Transmitter Location.... 12755 Burbank Blvd., N. Hollywood, Calif.
Air Time ..... Unlimited
News Service..... AP, INS, UP
Transcription Service.. Associated, Lang-Worth
Representative..... Paul H. Raymer
President..... Frank E. Mullen
Chairman of the Board..... G. A. Richards
Gen.-Sta. Mgr., V.P..... Robert O. Reynolds
Commercial Manager..... Herbert H. Wixson
Sales Promotion Mgr..... Mike Watson
Program Director..... John Baird
Production Director..... Bruce Kamman
Publicity Director..... Betty Ann Hudson
Musical Director..... Jerome Sybilrud
Chief Engineer..... Loyd Sigmon
Farm Editor..... Charles Lee Stone

*(See Page 334)*

FOR LISTENING PLEASURE

KLAC

FOR VIEWING PLEASURE

KLAC-TV

HOLLYWOOD

# KNX

## LOS ANGELES—1920
## CBS—COLUMBIA PACIFIC

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Operated By..Columbia Bcstg. System, Inc.
Business-Studio Address....6121 Sunset Blvd.
Phone Number.....HOllywood 1212
Transmitter Location....190 St. & Hawthorne Blvd., Torrance, Calif.
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative .....Radio Sales, CBS
Membership .....NAB, BMB
President (CBS).....Frank Stanton
Vice-President charge of Western Division .....Donald W. Thornburgh
Director of KNX Operations.....A. E. Joscelyn
Comm., Sales Manager.....Wayne R. Steffner
Sales Promotion Manager.....Ralph Taylor
Program Director.....George W. Allen
Executive Assistant.....Maurie Webster
Publicity Director.....Lloyd Brownfield
Musical Director.....Lud Gluskin
Chief Engineer.....Les Bowman
Farm Editor.....Robert Wilson

# KRKD

## LOS ANGELES—1927

Frequency: 1150 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By....Radio Broadcasters, Inc.
Business-Studio Address....541 So. Spring St.
Phone Number.....Tucker 7111
Transmitter Location.....1050 Montecito Drv.
Air Time.....Unlimited
News Service .....INS
Transcription Service.....Associated, SESAC
Membership .....NAB
General-Station-Commercial-Sales Manager .....Ned Connor
Program Director.....Venna Taylor
Publicity Director.....Doug Douglas
Chief Announcer.....Charles Clifton
Musical Director.....Maury Paul
Chief Engineer.....Willis O. Freitag

# KMYC

## MARYSVILLE—1940—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Marysville-Yuba City Bcstrs., Inc.
Business Address.....P. O. Box 631

*Yes!* you CAN cover AMERICA'S THIRD LARGEST *(and fastest-growing)* MARKET

**through ONE Great Advertising Medium!**

★ *In Population . . .*
★ *In Radio Families . . .*
★ *In Effective Buying Income . . .*

**THE KMPC LISTENING BOWL**

★ *Is 90% of Southern California*

**KMPC** *The Voice of Southern California*

DIAL 710 • 50,000 Watts (Days)

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVES

Phone Number.....2080
Studio Address.....519 E. St.
Transmitter Location..Laurellan Rd., District 10
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NAB
President.....H. E. Thomas
Gen.-Station Comm. Manager...Joe D. Carroll
Sales Manager.....Hedley Hall
Sales Promotion Manager...A. J. Powell, Jr.
Program Director, Chief
Announcer .....William R. Cleveland
Publicity Director.....Bob Lane
Chief Engineer.....Loyd McQueary

# KYOS

## MERCED—1936—MBS-DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
CP 1480 Kc. 5000 Watts
Owned-Operated By .....Merced Bcstg. Co.
Business-Studio Address.....P. O. Box 717
Phone Number.....Merced 1430
Transmitter Location....1¾ mi. N.E. of Merced
Air Time.....5 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....W. S. Grant
Membership .....NAB
President-Gen. Mgr.....Hugh McClung
Station Manager.....Charles H. Kinsley, Jr.
Com.-Sales Promotion Mgr.....A. J. Krisik
Program Dir.....Rebecca Krisik
Prod. Dir., Farm Edit.....Joel Buffington
Pub. Dir.....Charles H. Kinsley, Jr.
Chief Announcer .....Malcolm Beavers
Chief Engineer.....Russell B. Pope

# KTRB

## MODESTO—1933

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Operated By.....KTRB Bcstg. Co., Inc.
Address .....Norwiegen Ave., P. O. Box 593
Phone Number.....744 Modesto
Air Time.....5 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....World, Lang-Worth, Cole, Standard
Representative.....W. S. Grant
Membership .....NAB
Pres.-Gen.-Station Mgr....William H. Bates, Jr.
Com.-Sales Promotion Mgr...James Van Parks
Program-Production-Publicity
Manager .....Gene D'Accardo
Chief Announcer .....Charles McEwen
Musical Director.....Milton Hibdon
Chief Engineer.....William H. Bates, Jr.
Farm Editor.....Charles McEwen

# KDON

## MONTEREY—1935

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Monterey Peninsula Broadcasting Co.
Business-Studio Address....468 Calle Principal
Phone Number .....8501
Transmitter Location.....Monterey Municipal Wharf
Air Time.....Unlimited
News Service .....UP
Transcription Service.....Associated, Cole, World, Thesaurus
Membership .....NAB
President.....Paul H. Caswell
General Station Mgr.....Reed Pollock
Commercial-Promotion Mgr.....Lester Jacobson
Program Prod. Pub. Music Dir....Ford Warner
Chief Announcer, Farm Editor....Orel Phillips
Chief Engineer.....Omer N. Wright

# KWSD

## MOUNT SHASTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Shasta Cascade Bcstg. Corp.
Business Address.....Alma St.
Phone Number .....2124
News Service .....AP
Transcription Service.....Standard, Capitol
Representative .....Homer Griffith
General-Commercial Mgr.....Arthur Adler
Station Manager.....David H. Rees
Promotion Manager.....John Pennington
Program Director.....Iola Huntingdon
Chief Engineer.....David H. Rees

# KVON

## NAPA—1947

Frequency: 1440 Kc.....Power: 500 Watts
Owned-Operated By.....Napa Bcstg. Co.
Address .....Foster Rd.
Phone Number .....2606
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Services.....World, Associated
Representative .....Forjoe
Membership .....NAB
General Manager.....Elwyn F. Quinn
Station Manager.....Grant Pollack
Program Director.....Howard Gordon
Chief Engineer.....Herbert Vanderbeek

# KSFE

## NEEDLES—1948

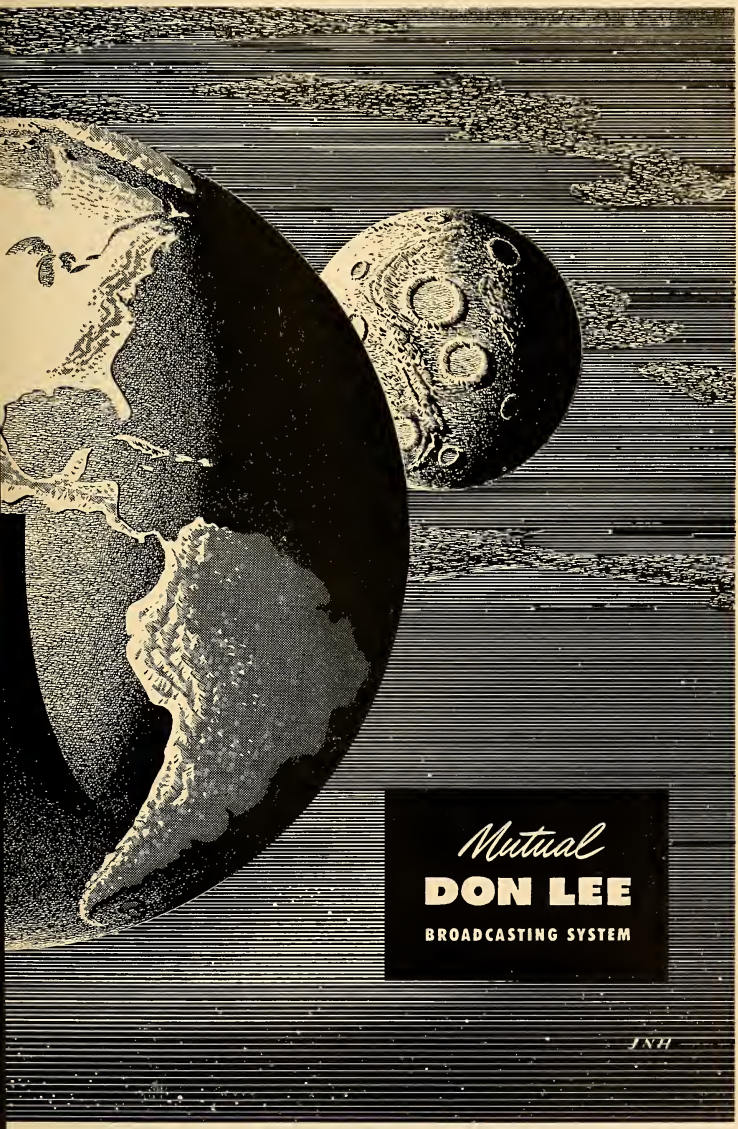
Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Shelley Radio-Electric Co.
Business-Studio Address.....121 "E" St.
Phone Number .....215

**PIN DOWN THE BIG PACIFIC COAST WITH**

# MUTUAL-DON LEE

*The World's Greatest Regional Network*

ONLY DON LEE on the Pacific Coast has enough stations to release your message from *within* every important buying market. Don Lee has 45 stations...one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has *twice as many* stations as the other three networks *combined.*


Mutual
DON LEE
BROADCASTING SYSTEM
JNH

DON LEE
PIN DOWN THE BIG PACIFIC COAST WITH
MUTUAL-DON LEE
The World's Greatest Regional Network
ONLY DON LEE on the Pacific Coast has enough stations to release your message from within every important buying market. Don Lee has 45 stations...one in every city where the other three Pacific Coast networks have one—and to cover the rest of the Pacific Coast, Don Lee has twice as many stations as the other three networks combined.
Mutual
DON LEE
BROADCASTING SYSTEM
JNH

Transmitter Location....Western outskirts of Needles, on Hiway 66
Air Time .....Unlimited
News Service .....INS
Transcription Service .....World
Owners.....Oscar D. Shelley, F. Kenyon Reed
Chief Engineer.....Oscar D. Shelley

# KLX

## OAKLAND—1922

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By....Tribune Building Co.
Business Studio Address.....Tribune Tower
Phone Number.....GLencourt 1-0660
Transmitter Location.....Tribune Tower
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service.....Capitol, World
Representative .....Burn-Smith
Membership .....NAB
President.....J. R. Knowland, Jr.
Gen. Station Manager.....Glenn Shaw
Program Director.....Jerry Morton
Musical Director.....Lou Dean Grow
Chief Engineer.....Roswell S. Smith

# KROW

## OAKLAND—1925

Frequency: 960 Kc.....Power: 1000 Watts (CP 5000 Watts)
Owned-Operated By.....KROW, Inc.
Business Studio Address.....464-19th St.
Phone Number.....TWinoaks 3-9600
Transmitter Location.....1520-8th Ave.
Air Time.....Unlimited
News Service.....UP
Transcription Service....Standard, Associated
Membership .....NAB
President.....Sheldon F. Sackett
Gen. Mgr.-Comm. Mgr.....Wilton Gunzendorfer
Program Director.....Russ Coughlan
Publicity Director.....Mercedes Prosser
Chief Engineer.....C. E. Downey

# KWBR

## OAKLAND—1920

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By....S. W. & E. N. Warner
Business Studio Address.....327-21st St.
Phone Number.....Higate 4-1212
Transmitter Location.....327-21st St.
Air Time.....Unlimited
News Service.....UP
Transcription Service...Lang-Worth, Standard
Membership .....NAB
General Manager.....S. W. Warner
Station Comm. Mgr.....F. Wellington Morse
Program Director.....Evelyn R. Dewsnup
Prod.-Dir. .....George Oxford
Publicity Director.....Wanda Armey
Chief Announcer.....Bob Bouard
Musical Director.....Bill Doubleday
Chief Engineer.....Paul Gregg

# KOCS

## ONTARIO—1946

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By....The Daily Report Co.
Business-Studio Address.....222 "B" St.
Phone Number.....Ontario 627-54
Transmitter Location.....4th and San Antonio
Air Time.....Local sunrise—Local sunset
News Service.....UP
Transcription Service.....Capitol, Associated
Representative .....Gene Grant
Membership .....BMB
President.....Mrs. Jerene Appleby Harnish
General Manager.....Ernest L. Spencer
Commercial Manager.....J. A. Downey
Station Mgr.-Program Dir.....Stanley Davis
Pub. Dir. & Sales Mgr.....Helen Faye
Chief Announcer, Music Dir....George Crofford
Chief Engineer.....Floyd Hall
Farm Editor.....Russ Savery

# KDAN

## OROVILLE—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Oroville Mercury Bcstg. Co.
Business-Studio-Transmitter Address.....1887 Arlin Rhine Drive
Phone Number .....1340
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Dan L. Beebe
Gen.-Station-Comm. Mgr.....Arden Booth
Program Director.....Ed. Kihn
Chief Announcer.....Lloyd Klemp
Farm Editor.....Arden Booth

# KCMJ

## PALM SPRINGS—1946—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Palm Springs Bcstg Co.
Business Address.....Box KK
Phone Number.....2911; 2253
Studio, Transmitter Location.....RadiOasis
Air Time.....7 a.m.-M.
News Service.....UP
Transcription Service.....Standard
Representative.....W. S. Grant
Gen.-Sales-Comm.-Sales Promotion Mgr., Publicity Director.....Dick Joy
Assistant Manager.....Roland Vaile
Program Director.....John Clowes
Production Director.....Gene Morgan
Chief Engineer.....Don McBain

# KAGH

## PASADENA—1948

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KAGH, Inc.
Address.....800 N. Sierra Madre Villa
Phone Number.....RYan 1-7641, SYcamore 2-2196
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service .....Standard
President.....Andrew G. Haley
General Manager.....Pete Watts
Program Director.....Aubrey H. Ison
Production-Publicity Dir.....Carl Greene
Musical Director.....Paul Atkerson
Chief Engineer.....Ben Leff

# KWKW

## PASADENA—1942

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Southern Calif. Bcstg. Co.
Business Studio Address...425 E. Green St.
Phone Number.....Ryan 1-6744
Transmitter Loc.....932 N. Vista, San Gabriel
Air Time.....5:30 a.m.-Local Sunset
News Service.....UP
Transcription Service.....Capitol
Representative .....Forjoe
Membership .....NAB
President.....Marshall S. Neal
Gen. Station-Comm. Mgr.....William J. Beaton
Sales-Prod. Manager.....Claire Hughes
Prog.-Pub. Dir., Chief Announcer, Farm Editor.....Eddie Albright
Music Director.....Andy Mansfield
Chief Engineer.....Paul W. Spargo

# KXLA

## PASADENA—1942

Frequency: 1110 Kc.....Power: 10,000 Watts
Owned-Operated By..Pacific Coast Bcstg. Co.
Business Address...1401 So. Oak Knoll Ave.
Phone Number.....Ryan 1-6991
Transmitter Location...N. Lexington-Gallatin Rd.-El Monti
Air Time.....24 hrs. daily
News Service .....AP
Transcription Service.....Lang-Worth, World, Associated
President-Gen. Mgr.....Loyal K. King
Chief Engineer.....Jack Reader

# KPRL

## PASO ROBLES—1946
## MBS-DON LEE-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Leslie Henry Hacker
Business Studio Address...32nd & Oak Sts.
Phone Number .....204
Transmitter Location.....32nd & Oak Sts.
Air Time .....Unlimited
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Pres.-Owner-Gen. Mgr....Leslie Henry Hacker
Station Mgr. Pgm. Dir.....Arthur J. Hapgood
Comm-.Sales Prom. Mgr.....Jos. Shuttleworth
Prod. Mgr., Musical Dir.....Clare Palmer
Chief Engineer.....George Palmer
Farm Editor.....Steve Lamkin

# KPMO

## POMONA—1948—CALIF. RURAL

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....Valley Bcstg. Co.
Business-Studio Address.....1240 E. Holt St.
Phone Number.....Lycoming 2-1293
News Service .....UP
Transcription Service.....Standard, World
President, General Mgr....Dean H. Wickstrom
Commercial Manager.....Riley Kyser
Program Director.....Melvan Carroll
Promotion Manager.....Ed Rodrigues
Chief Engineer.....Al Heibert

# KTIP

## PORTERVILLE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By:....J. F. Tighe Bcstg. Co.
Studio-Bus.-Transmitter Address.....Newcomb & Grand
Phone Number.....1450
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World
Representative.....Gene Grant
Membership..... NAB
President-Owner.....J. F. Tighe
Gen. Station-Pub. Mgr.....John K. Clarke
Comm.-Sales Promotion Mgr.....Ward Fritch
Program Production Director-Chief Announcer-Musical Director....Dave Belman
Chief Engineer.....Hampton McKinney
Farm Editor.....Jack Bullock

# KBLF

## RED BLUFF—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dr. Russell G. Frey
Studio-Business Address.....346 Oak St.
Phone Number.....354
Transmitter Location.....E. Red Bluff
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World
Representative .....Gene Grant

Membership..... NAB
President.....Dr. Russell G. Frey
Gen.-Station Mgr., Prog.-Prod.-Publicity Dir., Chief Announcer....Harold N. Altman
Comm.-Sales Prom. Mgr.....Walt Bronson
Musical Director.....Patricia M. Russell
Chief Engineer.....Walt Bronson
Farm Editor.....Donald M. Smith

# KVCV

## REDDING—1938—MBS-DON LEE

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By....Golden Empire Broadcasting Co.
Business Address.....Highway 99, South
Phone Number.....1646-7
Transmitter Location...Highway No. 99 South
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Standard, Cole, World
Representative .....Grant
President .....Hugh McClung
General Mgr.....Fred M. Stuelpnagel
Commercial Manager.....H. E. McCarty
Prog. Dir.....Lyle Mathis
Prom. Mgr.....Theodore Dooley
Chief Engineer.....Russell Pope

# KPRO

## RIVERSIDE—1941—KBS-CAL. RURAL

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By....Broadcasting Corporation of America
Business-Studio-Transmitter Address.....3401 Russell St., Riverside; 483 E. St., San Bernardino
Phone Number....Riverside 6290, San Bernardino 5157
Air Time.....24 hrs.
News Service .....AP
Transcription Service.....Associated, World, MacGregor, SESAC
Representative.....John E. Pearson
Membership .....NAB, BMB
President-General Mgr.....W. L. Gleeson
Station Manager.....Forrest Wallace
Comm. Sales Prom. Mgr.....Gene Williams
Program Director.....Charles Gibson
Production Director.....Russell Jenson
Chief Announcer.....Red Blanchard
Music Director.....Hank Johann
Chief Engineer.....Stan Reynolds
Farm Editor.....Ed Delaney

# KCRA

## SACRAMENTO—1945—NBC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....KCRA, Inc.
Business Studio Address.....11th & Jay Sts.
Phone Number.....2-0758
Transmitter Location.....3 mi. NW of town
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World, Capitol
Representative.....Weed, W. S. Grant
Membership.....NAB, BMB
President-General Mgr.....Ewing C. Kelly
Station Manager.....Howard Smiley
Commercial Manager.....John Dupell
Program-Publicity Director.....Irma Davis
Production Director.....Fred Beckwith
Chief Engineer.....Ray Bailey

# KFBK

## SACRAMENTO—1922—ABC

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By...McClatchy Bcstg. Co.
Business Studio Address.....708 I St.
Phone Number.....3-1745, 2-5011
Transmitter Location.....Plansent Grove
Air Time.....Unlimited
News Service.....UP, AP
Transcription Service.....Capitol
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Eleanor McClatchy
Station Manager.....Keith B. Collins
Sales Manager.....George H. LaRue
Publicity & Promotion.....Tom Flynn
Program Manager.....Richard S. Burdick
Traffic Manager.....Howard Evanson
News & Special Events Mgr.....Tony Koester
Music Librarian.....John D. Van Duzer
Chief Engineer.....Stam Sronce
Farm Editor.....Ray Rodgers

# KROY

## SACRAMENTO—1937
## CBS-COLUMBIA PACIFIC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Harmco, Inc.
Business-Studio Address....Hotel Sacramento
Phone Number.....3-2525
Transmitter Location.....3402 65th St.
Air Time.....6 a.m.-M.
News Service.....INS, UP
Transcription Service.....Associated
Representative .....Avery-Knodel
Membership .....NAB
V.P.-Mgr.....Clyde F. Coombs
Commercial Manager.....Byron H. Nelson
Program Prod. Director.....William J. Ratcliff
Chief Engineer.....Howard Martineau
Farm Editor.....Scotty Mortland

# KXOA

## SACRAMENTO—1945
## MBS-DON LEE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....Sacramento Broadcasters, Inc.
Business Studio Address:.....1617—30th St.
Phone Number.....6-4728
Transmitter Location.....Sacramento-Roseville Freeway Hgwy.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Associated
Represent.....J. E. Pearson, West. Radio Adv.
Membership.....NAB, BMB
President, General Manager....Lincoln Dellar
Station Commercial Mgr.....Morton Sidley
Program Director.....William Bennington
Chief Engineer.....Paul E. Leake

# KSBW

## SALINAS—1947—MBS-DON LEE

Frequency: 1380 Kc.....Power: 1,000 Watts
Owned-Operated By.....Salinas Bcstg. Corp.
Business-Studio-Transmitter Address....Airport Rd.
Phone Number.....8071
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard
Representative.....Western Radio, Adv., John E. Pearson
Membership.....NAB
President-Gen. Station Mgr.- Chief Engineer.....J. M. Hall
Commercial Manager.....James W. Tressel
Sales Promotion Mgr.-Pub. Dir.....Jim Wills
Prog.-Prod.-Music Dir.....Don Wells
Chief Announcer.....Ray Wilson
Farm Editor.....Ken Wilhelm

# KCSB

## SAN BERNARDINO—1947

Frequency: 1350 Kc.....Power: 500 Watts d.
Owned-Operated By..San Bernardino Valley Bctrs.
Studio-Bus. Transmitter Address...770 Mill St.
Phone Number.....82245
Air Time.....5:30 a.m.-Local sunset
News Service.....AP, UP
Transcription.....Lang-Worth
Representative.....Forjoe
President.....Woodrow Miller
Gen.-Station-Comm. Mgr.....John R. Rider
Sales Prom. Mgr., Prog.-Publicity Director.....Sam Kerner
Chief Announcer.....Val Gearhart
Chief Engineer, Farm Editor.....Donald Kerr

# KFXM

## SAN BERNARDINO—1929
## MBS-DON LEE

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By....Lee Bros. Bcstg. Corp.
Business Studio Address.....512 Fifth St.
Phone Number.....4761
Transmitter Location.....San Bernardino
Air Time.....5:45 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....John Blair
Membership.....NAB
President.....J. Clifford Lee
V. P.-General Station-Comm. Manager.....Don S. Cummings
Sales Promotion Mgr.- Publicity Director.....Lowell Smith
Program Director.....Gene W. Lee
Production Director.....John E. Harder
Chief Announcer.....Charles Palmer
Chief Engineer.....George Ewing
Farm Editor.....Howard Baichly

# KITO

## SAN BERNARDINO—1947—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By...San Bernardino Bcstg. Co. Inc.
Business Studio Address.....569 Fourth St.
Phone Number.....7807
Transmitter Location..1-4 Mi. north of Base Line
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Capitol
Representative.....George P. Hollingbery
President.....Carl E. Haymond
Station-Comm. Manager...George E. Lindman
Promotion Manager-Program Dir.....Charles B. Foll
Production Dir.-Chief Announcer Arnold Benum
Musical Director.....Clemmy Wacula
Chief Engineer.....Owen J. Ford

# KRNO

## SAN BERNARDINO—1946
## UNITED PACIFIC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Western Empire Bctrs., Inc.
Address.....990 Colton Ave
Phone Number.....2-4282, 81-9131, 6-6538
Transmitter Location.....990 Colton Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard
Representative.....Gene Grant
Membership.....NAB
President-General-Station Mgr.....Norman H. Rogers

Commercial Manager-Chief Engineer.....George Wesley Brock
Sales Promotion Manager-Publicity Director .....James W. Gerrard
Program Director.....Dave Shaw
Chief Announcer.....Wynn Stewart
Musical Director.....H. Kenn Davis
Farm Editor.....Rick Hendricks

# KCBQ

## SAN DIEGO—1946—CBS

Frequency: 1170 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By.....Charles E. Salik
Business Studio Address.....1405 Fifth Ave.
Phone Number.....Franklin 1315
Transmitter Location...62nd & El Cajon Blvd.
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription.....Capitol, SESAC, Standard
Representative.....Free & Peters
Membership .....NAB, BMB
Pres.-Gen.-Station Mgr.....Charles E. Salik
Comm. Managers.....Graham Moore, William Houser
Program Director.....Dan Cubberly
Chief Announcer.....Dean Long
Musical Director.....Aram Rejebian
Chief Engineer.....Charles Sherburne
Farm Editor.....Howard Keddie

# KFMB

## SAN DIEGO—1941—ABC

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Jack Gross Bcstg. Co.
Business Address-Studio Address.....1375 Pacific Blvd.
Phone Number.....Main 2114
Transmitter Location.....Grantville
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....World, Standard, SESAC
Representative.....The Branham Co.
Membership .....NAB, BMB
President-General-Station Mgr...Jack O. Gross
Commercial Manager.....William Edholm
Sales Promotion Mgr.....Pat Du Rant
Program Production Dir.....John Bainbridge
Publicity Director.....Pat Du Rant
Chief Engineer.....Robert E. Lee, Jr.

# KFSD

## SAN DIEGO—1926—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....Airfan Radio Corp.
Business Address.....326 Broadway
Phone Number.....Franklin 6353
Studio Address.....U. S. Grant Hotel
Transmitter Location.....Emerald Hills
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Paul H. Raymer
President.....Thomas E. Sharp
General Mgr.....John C. Merino
Manager.....M. R. Harris
Program Director.....Alys Phreaner

# KGB

## SAN DIEGO—1926—MBS-DON LEE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Operated By.....Don Lee Bcstg. Syst.
Address.....1017 First Ave.
Phone Number.....Franklin 6151
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World
Representative .....John Blair
President.....Lewis Allen Weiss
Station Manager.....F. D. Ide
Commercial-Sales Promotion Manager .....Hobby Myers
Prog.-Pub.-Production Mgr.....Jerry Lee Pecht
Chief Engineer.....William G. Collins

# KSON

## SAN DIEGO—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Studebaker Bcstg. Co.
Business Studio Address.....630 F St.
Phone Number.....Franklin 5175
Transmitter Location....Rigle & Dalbergia Sts.
Air Time.....6 a.m.-M.
News Service.....AP, INS
Transcription Service....Lang-Worth, Capitol, SESAC, Standard
Representative.....Tracy Moore, Burn-Smith
Membership .....NAB
Gen.-Station-Commercial Mgr.....C. Frederic Rabell
Sales Promotion Mgr.-Prgm. Dir.....Dorothy Johnson
Prod. Dir.-Pub. Dir.....Gordon Studebaker
Musical Director.....Jan Thomas
Chief Announcer-Chief Engineer....Bill Marvin
Farm Editor.....Gordon Studebaker

# KUSN

## SAN DIEGO—1947

Frequency: 1510 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By...San Diego Bcstg. Co.
Business Studio Address...1029 Second Ave.
Phone Number.....Main 2041
Transmitter Location .....63rd & Montezuma
Air Time.....18 hrs

News Service.....UP, AP
Transcription Service..Associated, Lang-Worth
Representative .....Forjoe
Membership .....NAB
President .....C. A. Smith
General Manager.....Jack Heintz
Chief Engineer.....Vern Milton

# KYOR

## SAN DIEGO—1947

Frequency: 1130 Kc...Power: 250 d.; CP-5000
Owned-Operated By...Silver Gate Broadcasting Co.
Address.....399 W. Broadway
Phone Number.....Franklin 9-5121
Air Time .....Limited
News Service .....AP
Transcription Service....MacGregor, Standard, SESAC
Representative .....Grant
General Manager.....James Howe
Comm.-Prom. Mgr.....Bert Johnson
Program Director.....Jean Rutkowsky
Chief Engineer.....Warren S. Williamson

# KFRC

## SAN FRANCISCO—1924
## MBS-DON LEE

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By...Don Lee Bcstg. System
Business-Studio Address..1000 Van Ness Ave.
Phone Number.....Prospect 5-0107
Transmitter Location.....1000 Van Ness Ave.
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service World
Representative.....John Blair
Membership .....NAB
President.....Lewis Allen Weiss
General Station Manager....William D. Pabst
Commercial Manager.....Merwyn L. McCabe
Sales Promotion Mgr.-Pub. Dir.....Robert L. Templeton
Program Dir.-Prod. Mgr.....Mel Venter
Chief Announcer.....Lewis Pfeifer
Musical Director.....Lyle Bardo
Chief Engineer.....E. G. Underwood

# KGO

## SAN FRANCISCO—1924—ABC

Frequency: 810 Kc Power: 50,000 Watts
Owned-Operated By.....American Bcstg. Co.
Business Address.....155 Montgomery St.
Phone Number.....Exbrook 2-6544
Studio Address.....Taylor & O'Farrell Sts.
Transmitter Location.....Near Newark, Calif.
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service...Standard, Associated, Capitol
Representative.....ABC Spot Sales
Membership.....NAB, BMB
President.....Mark Woods
General Station Manager....Gayle V. Grubb
Commercial Manager.....Kirkham Tomey
Adv. Promotion-Pub. Dir.....Maury Baker
Program Director.....Bloyce Wright
Chief Announcer.....John Galbraith
Musical Director..... Phil Bovero
Chief Engineer.....A. E. Evans

# KJBS

## SAN FRANCISCO—1925

Frequency: 1100 Kc.....Power: 1000 Watts d
Owned-Operated By.....KJBS Bcstrs.
Business Studio Address.....1470 Pine St.
Phone Number.....Ordway 3-4148
Transmitter Location.....1470 Pine St.
Air Time.....5 a.m.-Local Sunset
News Service.....AP, INS
Transcription Service...Standard, MacGregor, Lang-Worth, Associated
Representative .....Headley-Reed
Membership .....NAB
Vice-Pres.-General Mgr.....Edwin P. Franklin
Commercial Mgr.-Sales Promotion Mgr...Stanley G. Breyer
Pgm. Dir.-Prod.-Pub. Mgr...Charles F. Pendleton
Musical Director.....Mildred Bowyer
Chief Engineer.....Wayne Berthold

# KNBC

## SAN FRANCISCO—1922—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Operated By.....National Bcstg. Co.
Bus. Studio Address...Taylor & O'Farrell Sts.
Phone Number.....GRaystone 4-8700
Transmitter Location .....Belmont
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service....Thesaurus, Standard
Representative.....NBC Spot Sales
Membership .....NAB, BMB
President (NBC) .....Niles Trammell
General-Station Manager.....John W. Elwood
Sales Manager.....Alfred W. Crapsey
Sales Promotion Manager..Miss Ethel Gilchrist
Program Director.....Paul Speegle
Publicity Director.....John Thompson
Musical Director.....Tony Freeman
Chief Engineer.....Curtis Peck
Farm Editor.....Henry Schacht

# KSFO

## SAN FRANCISCO—1926

Frequency: 560 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By..The Associated Bcstrs., Inc.

Business Studio Address..Mark Hopkins Hotel
Phone Number.....EXbrook 2-4567
Transmitter Location....Islias Creek, Pier 92
Air Time.....6:15 a.m.-12:15 a.m.
News Service.....INS, UP
Transcription Service...Standard; Associated
Representative..... Bolling
Membership .....NAB, BMB
President.....W. I. Dumm
V.P.-Gen. Mgr.....Philip G. Lasky
Sec.-Treas.....F. M. Dumm
Sales Mgr.....John G. Campbell
Sales Promotion Mgr.....Richard Kelly
Pgm. Dir.....Keith Kerby Lakin
Dir. of Engineering.....A. E. Towne
Farm Editor.....Herb Kennedy

# KYA

## SAN FRANCISCO—1926

Frequency: 1260 Kc....Power: 5000 Watts d., 1000 Watts n.
Owned-Operated By..Palo Alto Radio Station, Inc.
Business Studio Add ess.....Hearst Bldg.
Phone Number.....DOuglas 2-2536
Transmitter Location.....Candlestick Pl.
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....World
Representative.....Adam J. Young, Jr.
Membership..... NAB
President.....Dorothy S. Thackrey
Gen., Station Manager .....Don Fedderson
Comm.-Sales Prom. Mgr.....David E. Lundy
Program Director.....Tom Franklin
Production Director.....Vern Wilson
Musical Director.....John McSwain
Chief Engineer.....Paul Schulz

# KSAN

## SAN FRANCISCO—1922

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By...Golden Gates Bcstg. Corp.
Business Studio Address.....1355 Market St.
Phone Number.....Market 1-8171
Transmitter Location.....1355 Market St.
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth
Representative.....William G. Rambeau
Membership..... NAB
President.....S. H. Patterson
Gen.-Station-Comm. Sales Promotion Manager.....Lee C. Mikesell
Prog.-Pub. Dir.....Clint Sherwood
Prod. Dir.....Susan Alex
Chief Announcer.....Harry Wickersham
Music Dir.....Barbara Smith
Chief Engineer.....John Roger Skelton

# KSGN

## SANGER—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Sanger Co.
Business Studio Address.....P. O. Box 338
Phone Number.....Sanger 490
Transmitter.....4½ Mi. NE of Sanger
Air Time.....Daytime
News Service .....UP
Transcription Service.....World, Capitol
Representative.....Tracy Moore
Membership ..... NAB
Gen. Station-Comm.-Sales Prm. Mgr. Howard Kirby
Pgm.-Prod. Dir.-Chief Announcer-Farm Editor George E. Steiner
Chief Engineer.....Julian J. Nielsen

# KEEN

## SAN JOSE—1947

Frequency 1370 Kc.....Power 1000 Watts
Owned-Operated By.....United Bcstg. Co.
Business Studio Address.....Hotel De Anza
Phone Number.....Columbia 1370
Transmitter Location..Wayne Ave. & Oakland Highway
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Associated, McGregor
Representative.....W. S. Grant
Membership .....NAB
President.....George M. Mardikian
Genl. Mgr.....Floyd Farr
Station Mgr.-Pgm. Mgr.....George Snell
Comm. Mgr.....Walter Grau
Sales-Prom. Mgr.....Harold Woolley
Chief Announcer.....Tom Duggan
Chief Engineer.....Lee Johnston
Farm Editor.....Ed Marion

# KLOK

## SAN JOSE—1946

Frequency: 1170 Kc.....Power: 5000 Watts
Owned-Operated By.....Valley Bcstg Co.
Business Address.....40 W. San Antonio St.
Phone Number.....Columbia 1483
Studio Address.....Rt. 3, Box 323A
Transmitter Location.....King Rd. at Aborn
Air Time.....Local Sunrise-Local Sunset
News Service.....AP
Representative.....Gene Grant, Rural Radio
Membership .....NAB, BMB
General Manager.....E. L. Barker
Sales Manager.....R. E. Ryan
Program Director.....Ruth Poindexter
Chief Engineer.....Bill Cunningham
Farm Editor.....H. McKenzie

# K Q W

## SAN JOSE—1912—CBS

Frequency: 740 Kc.....Power: 5,000 Watts
Owned-Operated By.....Pacific Agricultural Foundation, Ltd.
Business....140 Jessie St., San Francisco, Calif.
Phone Number.....EXbrook 2-3233
Studio Address..140 Jessie St., San Francisco; 89 San Antonio St., San Jose.
Transmitter Location.....Alviso, Calif.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative.....Edward Petry
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....Ralph R. Brunton
Commercial Mgr.....Myron A. Elges
Program Director.....Fred Ruegg
Musical Director.....Ray Hackett
Chief Engineer.....Alan N. Cormack
Farm Editor.....Bert Buzzini

# K S J O

## SAN JOSE—1946

Frequency: 1590 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By...Santa Clara Bcstg. Co.
Business Address.....P. O. Box 995
Phone Number.....Ballard 3660
Transmitter-Studio Loc.....Story and Lucretia Avenues
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World
Representative.....Tracy Moore
Membership .....NAB
President.....Patrick H. Peabody
Pgm.-Prod. Pub. Dir. .....Norman Paul
Gen. Station Comm. Mgr....Charles F. Mallory
Chief Engineer.....Larry King

# K X R X

## SAN JOSE—1948

Frequency: 1500 Kc.....Power: 1000 Watts
Owned-Operated By.....San Jose Bcstg. Co.
Address .....Box 167
Phone Number.....Ballard 971
News Service .....UP
Transcription Service .....Associated
Representative .....Walker
President.....Joe E. Levitt
General Manager.....Jan King
Commercial Manager.....Tom Magowan
Program Director.....Glenn Hill
Proomtion Manager.....Glenda Huffman
Chief Engineer.....Frank Glass

# K P I K

## SAN LUIS OBISPO—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...San Luis Obispo Bcstg. Co
Business Studio Address.....1130 Garden S.
Phone Number.....3171
Transmitter Location.....500 Price St.
Air Time .....Unlimited
News Service.....UP
Transcription Service.....World, Capitol, Lang-Worth
Station Representative.....Tracy Moore
Owner .....Emma Widman
General Manager.....Hugh Harling
Commercial Manager.....Robert Richardson
Program Director.....Jerry Lietz
Promotion Manager.....Ruth Clark
Chief Engineer.....Chuck Bouffiou

# K V E C

## SAN LUIS OBISPO—1937
## MBS-DON LEE-KBS

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By...The Valley Electric Co.
Business Address.....851 Higuera St. Mount View & Hill Sts.
Phone Number.....1100-1
Transmitter Location.....1½ mi. N. of City On Highway 1
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard
Representative.....W. S. Grant
Membership..... NAB
President-Owner.....Christina M. Jacobson
Gen., Station Mgr.....Les Hacker
Commercial, Promotion Mgr...Joe Shuttleworth
Program, Production Director.....Bob Wilton
Publicity Director.....Don Prestridge
Chief Announcer, Musical Director, Farm Editor.....Steve Lamkin
Chief Engineer.....Herbert Bonaventure

# K S M O

## SAN MATEO—1947

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Operated By....Amphlett Printing Co.
Address.....145 Second Ave.
Phone Number.....Di. 3-1831
Studio Address..Arthur Bldg., 9th & "B" Sts.
Transmitter Location .....Belmont
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....SESAC, Standard, Lang-Worth
Representative .....Grant
Membership .....NAB
President.....J. Hart Clinton
Gen.-Sta.-Comm. Sales Mgr....John H. Schacht
Program Director.....Bill Delmar
Chief Engineer.....H. Nell Black

# KVSM

## SAN MATEO—1946

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By...The San Mateo County Bcstrs.
Business Studio Address...279 Baldwin Ave.
Phone Number.....Diamond 4-4385
Transmitter Location..Third Ave. at Seal Creek
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....World
Representative....Donald Cooke, Gene Grant
Membership .....NAB
President.....Hugh H. Smith
Gen.-Station-Comm. Mgr.....Gordon D. France
Program Director.....Marianne Chamberlin
Chief Announcer.....Aaron Edwards
Chief Engineer.....Merwyn F. Planting

# KTIM

## SAN RAFAEL—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Operated By...Marin Bcstg. Co., Inc.
Business Studio Address.....1117 Fifth Ave.
Phone Number.....San Rafael 1510
Transmitter Location....College Ave., Kentfield
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Lang-Worth
Membership ..... NAB
President.....Roy A. Brown
Gen. Station Mgr., Prod., Publicity Director Hugh Turner
Comm., Sales Prom. Mgr.....Clifford A. Trotter
Program Director.....Marion C. Lichty
Chief Ann., Musical Dir....Robert A. Albertson
Chief Engineer.....Melvin H. Murphy
Farm Editor.....Peter Miller

# KVOE

## SANTA ANA—1926—MBS-DON LEE

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By..The Voice of the Orange Empire, Inc., Ltd.
Business Studio Address.....206-N. Main
Phone Number.....Kimberly 2-7191
Transmitter Studio Location.....W. 5th St.
Air Time.....Unlimited
Transcription Service...Standard, MacGregor
Representative.....W. S. Grant
Membership.....NAB, BMB
President, Gen. Mgr.....Ernest L. Spencer
Station, Sales Prom. Mgr., Publicity Director Donner P. Spencer
Commercial Manager.....L. S. Nicholson
Prgm. Dir., Musical Dir.....Wallace S. Wiggins
Production Director.....C. Stevens
Chief Announcer.....Robert Engle
Chief Engineer.....Stanley G. Guenther

# KDB

## SANTA BARBARA—1921
## MBS-DON LEE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Don Lee Bcstg. System
Business-Studio-Transmitter Address .....Radio Square
Phone Number .....4131
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB
Pres., Gen. Mgr.....Lewis Allen Weiss
Station Manager.....Edward K. Kemble
Comm. Manager.....James S. Blomfield
Prog. Dir., Farm Editor.....Donald C. Roberts
Prod. Dir.....Fred Burrous
Chief Announcer.....George Humphrey
Chief Engineer.....Forrest Choate

# KIST

## SANTA BARBARA—1946—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio KIST, Inc.
Business-Studio Address.....Balboa Bldg.
Phone Number .....3981
Transmitter Location.....735 State St.
Air Time.....6:15 a.m.-12:15 a.m.
News Service .....UP
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Harry C. Butcher
V.P., Gen.-Sta. Manager, Commercial Manager .....Fin Hollinger
Sales Promotion Mgr.....Michael J. McKeogh
Program Director.....Mary Ann Casey
Prod. Dir., Farm Editor.....Al Staas
Publicity Director.....Michael J. McKeogh
Chief Engineer.....Stan Saueressig
Consulting Engineer.....Lloyd Sigmund

# KTMS

## SANTA BARBARA—1937
## ABC-TRI-COUNTY NET.

Frequency: 1250 Kc...Power: 5000 d.; 1000 n.
Owned-Oper. By....New-Press Publishing Co.
Business-Studio Address..de la Guerra Plaza
Phone Number .....6116
Transmitter Location .....Goleta
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB
President.....Thomas M. Storke
Vice-President.....C. A. Storke
Gen.-Sta.-Comm. Mgr.....Kenneth E. Peters

Sales Promotion Mgr.....Richard Smith
Prog.-Prod. Dir., Chief Anncr.....Don E. Evans
Publicity Director.....John Willis
Musical Director.....Ted Scott
Chief Engineer.....Albert A. Nicolay

# KRUZ

## SANTA CRUZ—1947

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Monterey Bay Broadcast Co.
Business-Studio Address....1407 Pacific Ave.
Phone Number .....5140
Transmitter Location.....Rt. 2, Watsonville
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Associated, World
Gen.-Station-Comm. Mgr.....L. John Miner
Prog.-Prod. Director.....Jack Daugherty
Chief Engineer.....Grant R. Wrathall

# KSCO

## SANTA CRUZ—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Santa Cruz
Business Address.....P. O. Box 1080
Phone Number .....1080
Studio-Transmitter Address..Capitola Drive & Corcoran Lagoon
Air Time.....6:30 a.m.-Local Sunset
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
Pres., Managing Partner, Gen.-Station-Comm. Mgr., Chief Engineer.....Charles Vernon Berlin
Sales Promotion Mgr.....Gerald Schaffer
Production Director.....Kenny L. Alford
Chief Announcer.....Brad Peters
Farm Editor.....John E. Adams

# KCOY

## SANTA MARIA—1947
## ABC-TRI-COUNTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...News-Press Publishing Co.
Business-Studio Address.....114 W. Cook St.
Phone Number .....104
Transmitter Location.....N. Blosser Rd.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Chief Executives.....Thomas M. Storke, Charles A. Storke
Sta.-Comm. Mgr.....J. W. Benes
Program Director.....Duane F. Johnson
Chief Engineer.....C. Dralle

# KSMA

## SANTA MARIA—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Coast Bcstg. Co.
Business-Studio Address...510 West Morrison, P. O. Box 771
Phone Number .....43
Transmitter Location.....North Broadway
Air Time.....8 a.m.-11 p.m.
News Service.....AP, UP
Transcription Service.....World, Associated
Representative .....Forjoe
Membership .....NAB, BMB
President, Owner.....John H. Poole
General Manager.....Lau ence W. Harry

# KOWL

## SANTA MONICA—1947

Frequency: 1580 Kc.....Power: 5000 Watts d.
Owned-Operated By.....KOWL, Inc.
Business-Studio Address...Ambassador Hotel
Phone Number .....46761
Transmitter Location.....11637 Charnock Rd., Los Angeles 25
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service....Associated, Standard
Pres., Gen.-Sta.-Comm. Manager.....Arthur H. Croghan
Music Dir.....Walter Wise
Chief Engineer.....John Morecroft

# KSPA

## SANTA PAULA—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Ventura County Radio Center, Inc.
Business-Studio Address.....Box 112
Phone Number .....1400

# KSRO

## SANTA ROSA—1937

Frequency: 1350 Kc.....Power: 1000 Watts
Owned By.....Ruth W. Finley
Bus.-Studio Address.....425 Mendocino Ave.
Phone Number .....110
Transmitter Location.....Finley Ave.
Air Time.....6:30 a.m.11 p.m.
News Service.....AP, UP
Transcription Service.Lang-Worth, MacGregor, Cole
Representative.....Western Radio Adv.
Membership .....NAB, BMB
President-Owner.....Mrs. Ruth W. Finley
General-Station Manager.....Eddie Handley
Commercial-Sales Promotion Manager .....Lee Fleming
Program Director.....Jack Murphy

Prod. Dir. ..... William Lambert
Chief Engineer ..... Vern Hassett
Farm Editor ..... Sheridan Baker

# KGIL

## SHERMAN OAKS—1947

Frequency: 1260 Kc. ..... Power: 1000 Watts
Owned-Operated By .... San Fernando Valley Bcstg. Co.
Business Address ..... 4919 Van Nuys Blvd.
Phone Number ..... State 4-6291
Studio Addresses .. 4919 Van Nuys Blvd., Sherman Oaks; 14808 Lassen St., San Fernando
Transmitter Location .... 14808 Lassen St., San Fernando
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... Capitol, Standard
Membership ..... NAB
Pres., General Mgr. ..... F. J. Smalley, Jr.
V.P., Comm. Mgr. ..... Howard P. Grey
Program Director ..... Allan McKee

# KGDM

## STOCKTON—1926—CBS

Frequency: 1140 Kc. ..... Power: 5000 Watts (C.P. 10,000 Watts)
Owned-Operated By ..... E. F. Peffer
Business-Studio Address .... 519 E. Market St.
Phone Number ..... 4-4551
Transmitter Location ... Highway 99, 3 mi. from Stockton
Air Time ..... 6 a.m.-M.
News Service ..... INS
Transcription Service ..... World
Representative ..... John Blair
President ..... E. F. Peffer
Gen.-Comm. Mgr. ..... E. Smith
Program Director ..... V. Swan
Promotion Manager ..... A. Lubersky
Chief Engineer ..... M. B. Greene

# KWG

## STOCKTON—1921—ABC

Frequency: 1230 Kc. ..... Power: 250 Watts
Owned-Operated By ... McClatchy Bcstg. Co.
Bus.-Studio Address ..... 612 E. Market St.
Phone Number ..... 5-5728
Transmitter Location ..... Weber and E Sts.
Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service ..... Capitol
Representative ..... Paul H. Raymer
Membership ..... NAB, BMB
President ..... Eleanor McClatchy
Station Manager ..... Howard L. Bailey
Program Director ..... James E. Longe
Traffic Manager ..... Marian V. Hough
Chief Engineer ..... Frank Nesmith
Farm Editor ..... John Mackenzie

# KXOB

## STOCKTON—1947—MBS-DON LEE

Frequency: 1280 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... Valley Bcstg. Co.
Business-Studio Address .... 2013 Pacific Ave.
Phone Number ..... 5-5896
Transmitter Location ..... Beyer Lane
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... Associated
Representative ..... John E. Pearson, Western Radio Adv.
Membership ..... NAB
President, Gen. Mgr. ..... Lincoln Dellar
Station Manager ..... Herb Ferguson
Program Director ..... Earle Russell
Chief Engineer ..... Walt Berger

# KSUE

## SUSANVILLE—1948

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Nolan Hallowell, James E. McKahan
Business-Studio-Transmitter Address ..... Chestnut & Weatherlow Sts.
Phone Number ..... 354-B
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... World
Representative .... Donald Cooke, Gene Grant
Membership ..... NAB
Gen. Mgr., Publicity Dir. ... William B. Murphy
Commercial Manager ..... G. A. Oliver
Prog. Dir., Farm Editor ... Wayne Thornton, Jr.
Chief Engineer ..... Harold C. Houston

# KTKR

## TAFT—1948

Frequency: 1310 Kc. ..... Power: 500 Watts d.
Owned-Operated By ..... Taft Bcstg. Co.
Business Address ..... P.O. Box "WW"
Studio-Transmitter Address .... 1 mi. W. of Taft
Air Time ..... Local Sunrise—local Sunset
News Service ..... AP, UP
Transcription Service ..... World
Representative ..... Homer Griffith
Membership ..... NAB
General-Station Manager, Sales Promotion Manager, Program-Production Director ..... Kenneth Aitken
Commercial Manager ..... George Krisic
Publicity-Musical Director ... George Flansberg
Chief Engineer ..... Jim Welch

# KCOK

## TULARE—1945—MBS-DON LEE

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned By ..... Herman Anderson
Operated By ..... Sheldon Anderson

Business Address.....P. O. Box 119
Phone Number .....800
Transmitter-Studio Location.....Mooney Blvd.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....John E. Pearson, Western Radio Adv.
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Sheldon Anderson
Comm.-Sales Prom. Mgr...Richard A. Wegener
Program Director.....Paul Salvo
Prod.-Musical Dir.....Bob Lee
Publicity Director.....Wanda Woods
Chief Engineer.....James C. Morrison
Farm Editor.....Jon Beebe

# KGYW

## VALLEJO—1947

Frequency: 1190 Kc.....Power: 250 Watts d.
Owned-Operated By.....California-Nevada Bcstg. Co.
Business-Studio Address.....141 Highway 29
Phone Number.....Vallejo 3-5667
Transmitter Location.....141 Highway 29
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Tracy Moore
Gen.-Sta.-Comm. Mgr.....David McKay
Program Director.....Ruth Lewis
Prod. Dir.....Victor Paulsen
Chief Announcer.....William Roberts
Chief Engineer.....Arthur David

# KVEN

## VENTURA—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Coast Ventura Co.
Address.....P. O. Box 1611
Phone Number .....8675
News Service .....UP
Transcription Service .....Capitol
General Manager.....Mort Werner
Commercial Manager.....Harry Engel
Program Director.....Phil McMurray
Promotion Manager.....Dana Marbel
Chief Engineer.....John Scales

# KVVC

## VENTURA—1948

Frequency: 1590 Kc.....Power 1000 Watts
Owned-Operated By
KVVC, The Voice of Ventura County
Business Address.....P.O. Box 1411
Phone Number.....6185
Studio Addresses
487 E. Main St. Ventura—Colonial House, Oxnard; Mills Rd. near Telegraph Road
Transmitter Location
Mills Rd. near Telegraph Rd. E. of Ventura
Air Time.....Unlimited
News Service.....AP
Transcription Service....Standard, Associated
Representative.....W. S. Grant
Membership .....NAB
President, Sta.-Comm.-Sales Prom. Manager .....Barry Keit
Prog. Dir., Chief Announcer .....Jack Powell
Production Director.....Joe Dodds
Publicity Director, Farm Editor....Sandy Knox
Musical Director.....William H. Haupt
Chief Engineer .....Jack Cowa

# KKIN

## VISALIA—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KKIN, Inc.
Address.....119 E. Acequia St.
Phone Number .....4-5811
Transmitter Location.....N. McWilliams Ave.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Forjoe
Pres., Sta. Mgr., Farm Editor...Lyman Treaster
Comm.-Sales Prom. Mgr.....Albert Blain
Prog. Dir., Chief Announcer, Musical Director.....George Lindsay
Chief Engineer.....Forrest Hughes

# KTKC

## VISALIA—1937—ABC

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Operated By....Tulare-Kings Counties Radio Associates
Business Address.....Box 511
Phone Number .....575-6
Transmitter-Studio Location....1¾ mi. SW of Visalia
Air Time .....5:45 a.m.-M
News Service .....AP
Transcription Service.....Lang-World, World
Representative .....William G. Rambeau
Membership .....NAB, BMB
General-Station Manager....Charles P. Scott
Commercial Manager.....Millard Kibbe
Sales Promotion Manager.....Jean Banks
Program Director, Production Manager .....George Lindsay
Publicity Director .....Charles Niete
Chief Announcer.....Ben Ot
Chief Engineer.....Herbert Strattor
Farm Editor.....John Daniel

# KHUB

## WATSONVILLE—1936

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Luther E. Gibson

Business Address.....P. O. Box 349
Phone Number .....1700
Transmitter-Studio Location.....Atkinson Lane
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Capitol
Representative.....W. S. Grant
Membership .....NAB, BMB
President-Owner.....Luther E. Gibson
Gen.-Comm. Manager.....John A. Pearson
Program Director.....George Grayson
Chief Engineer, Farm Editor..Rodney Richards

## KSYC

### YREKA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Siskiyou County Bcstg. Co.
Business Address.....P. O. 597
Phone Number .....624
Transmitter-Studio Location..Lawrence Lane & South Oregon St.
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service.....Keystone, World
Representative .....Tracy Moore
Membership .....NAB, BMB
President.....E. G. Millbourn
General Manager.....Holt C. Wardrip
Station-Comm.-Sales Promotion Manager.....Jack R. Wagner
Program Director, Chief Announcer .....Jack Matranga
Musical Director.....Stan Collins
Chief Engineer.....Bill Maginis

## KUBA

### YUBA CITY-MARYSVILLE—1947 KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By..Peach Bowl Broadcasters
Business-Studio Address P.O. Box 309, Yuba City
Phone Number.....1600
Transmitter Location..Sanborn Rd., Sutter Co.
Air Time.....6:00 a.m.-M.
News Service.....AP
Transcription Service...Standard, Capitol, KBS
Representative....Homer Griffith, Friedenberg
General-Station Manager.....Bud B. Ballard
Commercial Manager....Clyde L. Goodnight
Sales Promotion Manager.....Sid Loomis
Program Dir., Chief Anncr.....Bert Downing
Publicity Director, Farm Editor....Dave Harris
Prod. Dir.....Robert Dyre
Musical Director.....Roy Swanson
Chief Engineer.....Chet Ullom

# COLORADO

*Estimated Population 1,165,000—Increase +3.7%—Radio Homes 305,300*
*Total Families 315,700—Stations in State 29*

## KGIW

### ALAMOSA—1927—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....E. L. Allen
Business Address.....P. O. Box 127
Phone Number .....26
Studio-Transmitter Address..East of Alamosa
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Keystone
Pres., Gen.-Station-Comm. Mgr.....E. L. Allen
Sales Promotion Manager.....Charles Dynes
Prog.-Prod.-Publicity Dir.....Lloyd Allen
Chief Engineer.....George Kettle

## KBOL

### BOULDER—1946—KBS-COLUMBINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Boulder Radio KBOL, Inc.
Business-Studio Address.....1617 Pearl St.
Phone Number .....1490
Transmitter Location.....E. Pearl St.
Air Time.....7 a.m.-11:05 p.m.
News Service .....AP
Transcription Service...Standard, Lang-Worth
Membership .....NAB
President .....Herb Hollister
Gen.-Sta.-Comm. Mgr.....Russel Shaffer
Prog. Dir., Chief Announcer.....Bill Keene
Publicity Director.....Bob Butz
Chief Engineer.....Blair Dobbins
Farm Editor.....Bob Wilkinson

## KRLN

### CANON CITY—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts d.
Owned-Operated By.....Royal Gorge Bcstrs, Inc.
Business-Studio Address....1615 Central Ave.
Phone Number .....1100
Transmitter Location....1615 Central Avenue

Air Time.....7 a.m.-7 p.m.
News Service .....UP
Transcription Service .....Keystone
President, General-Station Manager .....Raymond M. Beckner
Program Director.....G. C. Underhill
Chief Announcer.....Dick Painter
Chief Engineer.....John L. Antic

# KRDO

## COLORADO SPRINGS—1947
## COLUMBINE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Pikes Peak Bcstg. Co.
Business-Transmitter Location.....Alta Vista Hotel
Phone Number.....Main 1125
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service..Standard, Lang-Worth, Cole
Representative.....William G. Rambeau
Membership .....NAB
Pres., Gen.-Comm. Mgr.....Joseph H. Rohrer
Station Manager.....Paul Crozier
Sales Promotion Manager.....Harry Hoth
Prog., Musical Dir.....Jean Gitz
Production Director.....Robert Fitzmorris
Pub. Dir., Chief Engineer....Joseph H. Rohrer
Chief Announcer, Farm Editor..Michael Dillon

# KVOR

## COLORADO SPRINGS—1924—CBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Oklahoma Pub. Co.
Business-Studio Address....800 Exchange National Bank Bldg.
Phone Number.....Main 278
Transmitter Location.....2803 E. Platte Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....The Katz Agency
President.....E. K. Gaylord
Gen.-Station Manager.....Everett Shupe
Commercial Manager.....Orville Suhre
Program Director.....Conrad Brown
Production Director.....Edgar Jones
Chief Engineer.....Cozine Strang
Farm Editor.....Ralph Conner

# KRAI

## CRAIG—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Newel S. Cahoon
Business-Studio-Transmitter Address.....Craig
Phone Number .....707-8
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Gen.-Sta.-Comm Manager.....M. H. Hilton
Program Director.....Ed Christy
Chief Announcer.....Irv Jacobson
Chief Engineer.....Andrew Walker

# KLZ

## DENVER—1920—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Operated By.....KLZ Bcstg. Co.
Business-Studio Address..Shirley-Savoy Hotel
Phone Number.....MAin 4271
Transmitter Location.....Englewood, Colo.
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Standard, Capitol
Representative .....Katz
Membership .....NAB, BMB
President.....E. K. Gaylord
Manager.....Hugh B. Terry
Commercial Manager.....R. Main Morris
Promotion Manager.....John Connors
Program Director.....Charles C. Roberts
Musical Director.....Arthur Gow
Chief Engineer.....Harvey E. Wehrman
Farm Editor.....Lowell Watts

# KMYR

## DENVER—1941

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KMYR Bcstg. Co.
Business-Studio Address.....1626 Stout St.
Phone Number.....MAin 4161
Transmitter Location.....1626 Stout Street
Air Time.....6 a.m.-1:30 a.m.
News Service.....AP, UP
Transcritpion Service .....Lang-Worth
Representative.....William G. Rambeau
Membership .....NAB
President-General Manager.....F. W. Meyer
Station Director.....A. G. Meyer
Prog. Dir., Prod. Mgr.....Joseph C. McGrane
Music Director.....Martha Gobble
Chief Engineer.....Glen James
News Editor.....Dick Leonard

# KOA

## DENVER—1924—NBC

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address..1625 California St.
Phone Number.....Main 6211
Transmitter Location.....Aurora, Colo.
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service..Thesaurus, Associated
Representative.....NBC Spot Sales
Membership .....NAB, BMB
President (NBC) .....Niles Trammell
General-Station Manager.....Lloyd E. Yoder

Commercial Mgr.....L. Berry Long, Jr.
Sales Promotion Manager....Randolph Smith
Program Director.....Clarence C. Moore
Production Manager.....Earle C. Ferguson
Publicity Director.....Donald E. Allen
Musical Director.....Milton Shrednik
Chief Engineer.....Robert H. Owen
Farm Editor.....Donald M. Peach

## KFEL

### DENVER—1923—MBS

Frequency: 950 Kc.....Power: 5,000 Watts
Owned-Operated By..Eugene P. O'Fallon, Inc.
Business-Studio Address.....Albany Hotel
Phone Number.....ALpine 4681
Transmitter Location.....5350 W. 20th St.
Air Time.....24 hrs.
News Service.....AP, INS
Transcription Service....Standard, Associated, Cole, SESAC
Representative .....John Blair
General Manager.....Gene O'Fallon
Managing Director.....Frank Bishop
Commercial Manager.....Mark Crandall
Musical Director.....Marilyn Grund
Chief Announcer.....Ronald J. McCoy
Chief Engineer.....Tom G. Morrissey
Farm Editor.....Gus Swanson

## KTLN

### DENVER—1948

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Landon Bcstg. Co.
Business-Studio Address.....Park Lane Hotel
Phone Number.....RAce 4636
Transmitter Location....3000 South Plate River Drive, Littleton
Air Time .....Sunrise-Sunset
News Service .....UP
President.....Alf M. Landon
Gen.-Sta.-Comm. Manager.....W. P. Gillin
Program Director.....David Button
Chief Engineer.....Robert R. Blanchard

## KVOD

### DENVER—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By....Colorado Radio Corp.
Business-Studio Address....Midland Savings Bldg.
Phone Number.....TAbor 2291
Transmitter Location.....53rd & Pecos
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, Cole, Associated

You're in Good Company on KFEL'S "Ray Perkins Show"

*patronized in 1948 by these National Advertisers

Alexander Smith Rugs, American Tobacco, Beauty Facteurs, Birdseye, Blondex, Brown & Williamson, Colgate, Columbia Records, Garrett Wines, Griffin Shoe Polish, Musterole, National Biscuit, Rayve Shampoo, Richard Hudnut, Seventeen Magazine, Shontex, Standard Brands, Vick's, Whistle, White Rock and many fine local accounts, too!

TIME Magazine: "Ray Perkins . . . top jockey in the Rocky Mountain Region . . ."

Mutual in Denver
MANAGED BY GENE O'FALLON
REPRESENTED BY JOHN BLAIR

Membership .....NAB
President.....William D. Pyle
Station Manager.....T. C. Ekrem
Comm.-Sales Prom. Mgr.....Con Hecker
Program Director.....V. W. Corbett
Publicity Director.....Ben H. Stanton
Music Director.....Joe Summers
Chief Engineers.....W. D. Pyle, T. C. Ekrem
Farm Editor.....Leslie Stark

# KIUP

## DURANGO—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....San Juan Bcstg. Co., Inc.
Business-Studio Address....2800 N. Main Ave.
Phone Number .....117
Transmitter Location.....2800 N. Main Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative.....Thomas F. Clark
Membership .....BMB
President .....Mike Cummins
General-Station-Comm. Mgr.....R. E. O'Brien
Program Director.....Lee O'Brien
Chief Engineer.....Harold Hoffman
Farm Editor.....Lou Vanderlinen

# KCOL

## FT. COLLINS—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..The Northern Colorado Bcstg. Co.
Business-Studio Address..1600 La. Porte Ave.
Phone Number .....2600
Transmitter Location.....1600 La Porte Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Homer Griffith
Membership .....NAB, BMB
President, General-Station Manager.....Douglas D. Kahle
Commercial-Sales Promotion Manager .....Dave Schlothauer
Program-Publicity Director.....Jack Hitchcock
Production Manager, Musical Director .....Harry Parkinson
Chief Engineer.....Harold Austin
Farm Editor.....Max Brown

# KEXO

## GRAND JUNCTION—1948 COLUMBINE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Voice of Western Colo.
Address.....P. O. Box 629
Phone Number .....1230
News Service .....AP
Transcription Service.....Capitol, Thesaurus
President.....D. Spencer Grow
Gen.-Prom. Mgr.....H. Abbott Tessman
Commercial Mgr.....Harold Roper
Program Director.....Robert A. Collins
Chief Engineer.....Lee Grothe

# KFXJ

## GRAND JUNCTION—1926—MBS-KBS

Frequency: 920 Kc.....Power: 1000 Watts d; 500 Watts n.
Owned-Operated By....Western Slope Bcstg. Co.
Business-Studio Address.....Hillcrest Manor
Phone Number.....Grand Junction 1300
Transmitter Location.....Hillcrest Manor
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
Membership .....NAB, BMB
General Manager.....Rex Howell
Commercial Manager.....Charles Howell
Program Director.....Rosa Lee Samuels
Chief Announcer.....Ed Lewis
Chief Engineer.....Charles Hay

# KFKA

## GREELEY—1921

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Mid-Western Radio Corp.
Business-Studio Address.....620—8th Ave.
Phone Number .....450-1
Transmitter Location.....Radio Ranch, Evans
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, Cole
President, General Manager.....Francis Price
Commercial Manager.....Frank S. Thomas
Program Director.....Larry Lee
Publicity Director.....Albert Karson
Chief Announcer.....Ken Perry
Chief Engineer.....Harry Brewer
Farm Editor.....Carl Jordan

# KYOU

## GREELEY—1948—COLUMBINE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Meroco Bcstg. Co.
Business-Studio-Transmitter Address.....2424 6th Avenue
Phone Number .....3275
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Pres., General Manager.....Elwood H. Meyer
Commercial Manager.....Bill Reed
Program Director.....Jack Hull

Production Director.....Ann Freeman
Chief Announcer.....Clark Sutton
Musical Director.....Betty Blue
Chief Engineer.....Paul Emrich

# KOKO

## LA JUNTA—1936—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..The Southwest Bcstg. Co.
Business-Studio Address.....P. O. Box 485
Phone Number .....42
Transmitter Location....4 miles W. of La Junta on U. S. Highway No. 50
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Thomas F. Clark
Membership .....NAB
President.....B. C. Bulson
General Manager.....Burt Harrison
Station Manager.....Robert A. Mott
Director.....R. Russell Porter
Program Director.....Betty McComas
Publicity Director.....Noel Jordan
Chief Announcer.....Robert Kuhnert
Chief Engineer.....Lloyd Wilson

# KLMR

## LAMAR—1948—COLUMBINE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Southeast Colorado Bcstg. Co.
Business Address.....P. O. Box 232
Phone Number .....804
Studio-Transmitter Location....North Santa Fe Trail
Air Time.....6 a.m.-10 p.m.
News Service .....AP
Transcription Service .....World
Membership .....NAB
President.....Ralph E. Eaton
Managing Director.....L. K. Christolear
Prog.-Prod.- Publicity Dir...Robert L. McGrath
Chief Announcer.....Donald F. Stephens
Chief Engineer.....D. E. Towne

# KUBC

## MONTROSE—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By..Uncompahgre Bcstg. Co.
Business-Studio Address.....P. O. Box 179, Col. Bank & Trust Bldg., Delta
Phone Number .....199
Studio Address....Box 179, Montrose Bank & Trust Bldg., Delta
Transmitter Location.....1 Mi. E. of Montrose
Air Time .....Unlimited
News Service .....UP
President.....F. J. Hartman
Gen.-Sta.-Comm.-Sales Prom. Mgr., Publicity Director.....George O. Cory
Prog.-Prod., Musical Dir....Theodore J. Agnew
Chief Engineer, Farm Editor .....Louis P. Benedict

# KCSJ

## PUEBLO—1947—MBS-COLUMBINE

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Business-Studio Address.....211 West 5th St.
Phone Number .....8522
Transmitter Location.....N. Hudson
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Frank S. Hoag, Jr.
General-Station Manager.....Dale W. Scott
Commercial Manager.....Jack Cobb
Sales Promotion Manager.....Morey Wilber
Program-Production Dir.....Roy Borden
Publicity Director.....Harold Reed
Chief Announcer.....Robert Spratlin
Musical Director.....Al Perry
Chief Engineer.....Harry Mason
Farm Editor.....Irwin Cunningham

# KDZA

## PUEBLO—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Pueblo Radio Co.
Business-Studio Address.....3011 Elizabeth
Phone Number .....8551
News Service .....AP
Transcription Service.....Standard, Captiol
President, General Mgr.....Dee B. Crouch
Comm.-Prom. Mgr., Prog. Dir.....J. C. Liner
Chief Engineer.....Dee B. Crouch

# KGHF

## PUEBLO—1928—ABC

Frequency: 1350 Kc...Power: 5000 d.; 1000 n.
Owned-Operated By..Colorado Bcstg. Co., Inc.
Business-Studio Address.....304 N. Main St.
Phone Number .....3877
Transmitter Location....N.W. of Pueblo, U. S. Hiway 50
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President .....Gifford Phillips
General Manager.....Ludlow Flower, Jr.
Station Manager.....Robert D. Ellis
Commercial Manager.....Kenneth Russell
Sales Promotion Manager, Publicity Director .....Howard Myers

Prog.-Prod.-Music Dir., Chief Announcer, Farm Editor.....Clifford Hendrix
Chief Engineer.....Willis C. Shanks

## KVRH

### SALIDA—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Vir N. James
Address.....P. O. Box 229
News Service .....UP
Representative .....Grant
President, General Mgr.....Vir N. James
Program Dir.....August C. Grebe, Jr.

## KGEK

### STERLING—1925—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Elmer G. Beehler
Address .....Fleming Rd.
Phone Number .....679
Air Time .....Daytime
News Service .....UP
Transcription Service.....MacGregor, Cole
Representative.....Thomas F. Clark
Gen. Mgr., Chief Engineer....Elmer G. Beehler
Comm.-Sales Prom. Mgr., Prog. Dir., Farm Editor.....Al Ross

## KCRT

### TRINIDAD—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....H. L. Corley
Address.....South Country Club Drive
Phone Number .....338
Transmitter Location.South Country Club Drive
Air Time.....7:00 a.m.-10:00 p.m.
News Service .....UP
Transcription Service.....Lang-Worth, KBS
Station Manager.....Earnest Cooper
Sales Manager.....Rembert O. Coyle
Program Director.....Millye J. Coyle

## KSFT

### TRINIDAD—1946—MBS

Frequency: 1280 Kc....Power: 1000 Watts d., 500 Watts n.
Owned-Operated By.....Trinidad Bcstg. Corp.
Bus.-Studio Address....219 N. Commercial St.
Phone Number .....414
Transmitter Location.....Garcia Plaza
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NAB
President.....E. O. Schoembs
General Manager.....Burt Harrison
Director.....R. Russell Porter
Commercial Manager.....Ed Parker
Publicity Director.....Noel Jordan
Chief Announcer.....John Special
Chief Engineer.....Lloyd Wilson

## KPHC

### WALSENBURG—1948

Frequency: 1450 Kc.....Power: 250 Watts d.
Owned-Oper. By..Walsenberg Bcstg. Co., Inc.
Business Address.....P. O. Box 312
Phone Number .....79
Studio-Transmitter Location.....10th & Main
Air Time .....Unlimited
News Service .....UP
President.....Patrick H. Connely
General Manager.....Tom G. Banks, Jr.
Comm. Mgr., Chief Announcer, Farm Editor.....Gordon Lack
Chief Engineer.....John Figal

Tom Eaton, Radio Station WTIC, Hartford, Conn.: "There is no question but that The **AP** is vastly superior to that afforded by any other service I have seen."—From the Minutes of the Connecticut Association of Associated Press Broadcasters, January 12, 1949.

# CONNECTICUT

*Estimated Population 2,011,000—Increase +17.7%—Radio Homes 582,500*
*Total Families 590,800—Stations in State 25*

## WICC

### BRIDGEPORT—1926—MBS-YANKEE

Frequency: 600 Kc....Power: 1000 Watts d., 500 Watts n.
Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network, Inc.
Business-Studio Address..144 Golden Hill St.
Phone Number .....6-1121
Transmitter Location.....Pleasure Beach
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service....Standard, Associated
Representative .....Edward Petry
Membership .....NAB, BMB
Chairman of the Board...John Shepard, 3rd
President-Owner .....William O'Neil
Station Manager.....Dickens J. Wright
Program Director....Florence Ballou Robinson
Chief Engineer.....George P. Keich

## WLIZ

### BRIDGEPORT—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Operated By..The Bridgeport Bcstg Co.
Business-Studio Address.....114 State St.
Phone Number .....5-4144
Transmitter-Studio Location.....Seaview & Forest Aves.
Air Time.....6:45 a.m.-local sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Taylor-Borroff
Membership .....NAB
Pres., Gen.-Sta. Manager.....William Elliott
Commercial Manager.....Emanuel S. Slotnick
Sales Promotion Manager.....Sol Robinson
Program-Prod. Director.....Wallace B. Dunlap
Publicity Directors.....Wallace B. Dunlap, William Elliott
Musical Director.....Ransom W. Edwards
Chief Engineer.....Cayford E. Holt
Farm Editor.....Phil Jensen

## WNAB

### BRIDGEPORT—1941
### ABC-CONN. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harold Thomas
Business-Studio Address.....991 Broad St.
Phone Number .....3-3112
Transmitter Location..Locomobile Pt., Seaside Pk.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative.....William G. Rambeau
Membership .....NAB
Owner .....Harold Thomas
General Manager.....Levon Thomas
Program Director.....Jack Dahlby
Musical Director.....Marcia Robinson
Chief Engineer.....Harold Thomas

## WBIS

### BRISTOL—1948

Frequency: 1440 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Bristol Bcstg. Corp.
Business-Studio Address.....183 Main St.
Phone Number .....9265
Transmitter Location.....Greystone Ave.
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Membership .....NAB
Pres., Gen. Mgr.....Dr. Benjamin Sachner
Station Manager.....Earle Clement
Comm.-Sales Prom. Mgr.....Norbert O'Brien
Program Director.....Joseph Michaels
Publicity Director.....Fay Clark
Chief Announcer.....Cope Robinson
Chief Engineer.....Edward Stephens

## WLAD

### DANBURY—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By....Berkshire Bcstg. Corp.
Business-Studio Address.....207 Main St.
Phone Number .....8-0580
Transmitter.....Brushy Hill Rd.
Air Time .....Daytime
News Service .....UP
Transcription Service.....SESAC, World
Representative.....McGeehan & O'Mara
Membership .....NAB
President .....Robert Doran
Commercial Manager.....J. Thomas Mathers
Program Director.....Jerry Arthur
Farm Editor.....Al Brundage

## WCCC

### HARTFORD—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Operated By..Greater Hartford Bcstg., Inc.
Business-Studio Address.....Bond Hotel
Phone Number .....5-6648
Transmitter Location.....South Quaker Lane, Elmwood
Air Time.....Local sunrise-local sunset
News Service .....UP

Transcription Service .....Associated
President.....William M. Savitt
Treasurer.....Max M. Savitt
General Manager.....Harry LeBrun
Commercial Manager.....Raymond H. Dower
Sales Promotion Manager.....Arnold Kupper
Program Director.....Walter A. Nielson
Production Director.....Ed Weston
Publicity Dir., Farm Editor.....William Martin
Chief Announcer.....Bill Murphy
Musical Director.....Ivor Hugh
Chief Engineer.....Howard Wessenberg

## WDRC

### HARTFORD—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By..The Connecticut Bcstg Co.
Business-Studio Address.....750 Main St.
Phone Number .....7-1188
Transmitter Location.....869 Blue Hills Ave., Bloomfield, Conn.
Air Time .....Unlimited
News Service .....UP
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....Franklin M. Doolittle
Station Manager.....Walter B. Haase
Comm.-Sales Prom. Mgr...William F. Malo, Sr.

WCCC
THE MUSIC STATION
WCCC
HARTFORD, CONN.
Hotel Bond
1290 DIAL 1290

Program Manager.....Harvey H. Olson
Chief Announcer.....Russ Naughton
Chief Engineer.....Italo A. Martino

## WONS

### HARTFORD—1935—MBS-YANKEE

Frequency: 1410 Kc.....Power: 5,000 Watts
Owned-Oper. By.....The Yankee Network
Business-Studio Address.....54 Pratt St.
Phone Number .....7-9131
Transmitter Location.....Newington, Conn.
Air Time .....Unlimited
News Service .....UP
Transcription Service....Standard, Associated
Membership .....NAB, BMB
President .....William O'Neil
Gen.-Station Manager.....Robert Kennett
Program Director, Production Manager .....Ralph Klein
Pub. Dir.....Milton Berkowitz
Musical Director.....Maurice Sechtman
Chief Engineer.....Rogers Holt

## WTHT

### HARTFORD—1936
### ABC-CONN. STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Hartford Times, Inc.
Business Address.....2-18 Prospect St.
Phone Number .....2-0237
Transmitter-Studio Location....555 Asylum St.
Air Time.....6:43 a.m.-M.
News Service.....AP, Reuters
Transcription Service.....Standard
Representative.....J. P. McKinney
Membership .....NAB, BMB
President.....Francis S. Murphy
Gen.-Sta. Manager.....C. Glover DeLaney
Commercial Manager...Leonard R. Schoenfeld
Sales Prom. Mgr. Pub. Dir...Ralph S. Silver, Jr.
Prog.-Prod. Director.....Philip Becker
Chief Announcer.....Robert I. Maurer
Musical Director.....Charlotte Anderson
Chief Engineer.....Charles S. Masini

## WTIC

### HARTFORD—1925
### NBC-NEW ENGLAND REGIONAL

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Travelers Bcstg. Service Corp.
Business-Studio Address.....26 Grove St.
Phone Number .....2-3181
Transmitter Location.....Talcott Mt., Avon
Air Time .....Unlimited
News Service.....AP, INS, Transradio
Transcription Service..Thesaurus, Lang-Worth
Representative .....Weed
Membership.....NAB, BMB, FMA
President.....Jesse W. Randall

Vice President, General-Station Manager.....Paul W. Morency
Asst. Gen.-Comm. Mgr.....Walter Johnson
Asst. Sales Mgr.....Irwin Cowper
Program Manager.....Leonard J. Patricelli
Asst. Program Mgr.....Paul Lucas
Production Dir.....George Bowe
Dir. Public Relations, Spec. Progs.....Bernard Mullins
Musical Director.....Moshe Paranov
Plant Manager.....Herman Taylor
Farm Program Director.....Frank Atwood

# WMMW

## MERIDEN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By....Silver City Crystal Co.
Business-Studio Address.....8½ W. Main St.
Phone Number .....2600
Transmitter .....Lewis Ave.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NAB
President.....Carl A. Schultz
General-Sta. Manager.....Ralph D. Kanna
Commercial Manager.....William C. Franklin
Sales Promotion Mgr...Gustave A. Kruttschnitt
Production Director.....Carl W. Schultz
Musical Director.....John L. Ellinger
Chief Engineer.....Gabriel Langfelder

# WCNX

## MIDDLETOWN—1948

Frequency: 1150 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Middlesex Bcstg. Co.
Business-Studio Address.....279 Main St.
President.....Richard J. O'Brien
Vice President.....Elmer S. Hubbell

# WKNB

## NEW BRITAIN—1946

Frequency: 840 Kc....Power: 1000 Watts d.
Owned-Operated By..The New Britain Bcstg. Co.
Business-Studio Address.....213 Main St.
Phone Number.....3-3603-4; Htfd. 2-4924
Transmitter Location .....Newington
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Associated
Representative.....Adam J. Young, Jr.
Membership .....NAB, FMA
President, General Manager.....Julian Gross
Station Manager.....Elliott P. Miller
Commercial Manager.....Peter B. Kenney
Prod. Dir..... .....Bernard M. Moore
Pub. Dir.....Beatrice MacQuarrie
Music Dir.....Al Decaro
Chief Engineer.....W. R. Atkinson
Farm Editor.....Raymond M. Neilan

# WAVZ

## NEW HAVEN—1946

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By..New Haven Bcstg. Corp.
Business-Studio Address.....152 Temple St.
Phone Number .....7-0171
Transmitter Location.....Foot of Thill St., W. Haven
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Membership .....NAB
President.....Edward S. Minor
Gen.-Sta. Manager.....Lester C. Flood
Comm.-Sales Prom. Mgr...Murray L. Grossman
Prog.-Prod. Directors.....Roy Hemming, Sigurd Hjermstad
Acting Chief Engineer.....Ernest Gellman

# WELI

## NEW HAVEN—1935—ABC

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By....Conn. Radio Foundation, Inc.
Business-Studio Address.....221 Orange St.
Phone Number .....8-1133
Transmitter Location....Benham Rd., Hamden
Air Time.....6:45 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Headley-Reed
President .....H. C. Wilder
Gen.-Station Mgr.....Richard W. Davis
Commercial Manager....Edwin H. Schweitzer
Sales Promotion Manager, Publicity Director .....Rudy Frank
Program Director.....Charles H. Wright
Chief Engineer.....Fred King

# WNHC

## NEW HAVEN—1944—CONN. STATE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Elm City Bcstg. Corp.
Business-Studio Address.....1110 Chapel St.
Phone Number .....8-0196
Transmitter Location.....Kimberly Ave.
Air Time.....7:05 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Standard
Representative.....William G. Rambeau
Membership .....NAB
President.....Patrick J. Good
General-Station Manager.....James T. Milne
Comm.-Prom. Mgr.....Vince Callanan
Prog.-Prod.-Publicity Dir.....Louis L. Doolittle
Chief Announcer.....Joseph Burnes
Musical Director.....James Morgan
Chief Engineer.....Vinnie DeLaurentis
Farm Editor.....Thomas Romano

# WNLC

## NEW LONDON—1936
## MBS-ABC-YANKEE-CONN. STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..The Thames Bcstg. Corp.
Business-Studio Address.....281 State St.
Phone Number .....2-4365
Transmitter Location....Winthrop Pt., E. New London
Air Time.....17 hrs.
News Service .....AP
Membership .....BMB
Pres., Gen. Mgr.....Gerald J. Morey
Sta. Mgr., Prog.-Prod.-Mus. Dir....Leslie Morson
Comm.-Sales Prom. Mgr.....Leo B. Keegan
Publicity Director.....J. Patricia Morley
Chief Engineer.....Gerald J. Morey

# WNLK

## NORWALK—1947

Frequency: 1350 Kc.....Power: 500 Watts d. (CP 500 Watts n.)
Owned-Operated By.....Norwalk Bcstg. Co.
Business-Studio Address....Main & Wall Sts.
Phone Number.....6-2542
Transmitter Location....Stuart Ave. & Benedict St.
Air Time.....Local Sunrise-Local Sunset
News Service .....UP
Transcription Service .....Associated
Membership ..... NAB
President-General Mgr.....Benjamin Ginzburg
Comm. Mgr.....Jeremy Marcus
Program Director.....Milton Warren
Music Dir.....Charles Hilton
Chief Engineer.....Charles W. Winter

# WNOC

## NORWICH—1926—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Norwich Bcstg. Co.
Business-Studio Address.....91 Main St.
Phone Number .....3325
Transmitter Location.....Lucas Pk. Rd.
Air Time.....6:30 a.m.-11:15 p.m.
News Service .....AP
Transcription Service.....World, SESAC, KBS
Owner.....H. Ross Perkins
General Manager.....John Deme
Sales Prom. Mgr.....Noel Breault
Program Dir.....Jack Burrington

# WSTC

## STAMFORD—1941
## ABC-CONN. STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....The Western Conn. Bcstg. Co.
Business-Studio Address.....270 Atlantic St.
Phone Number .....4-7575
Transmitter Location..320 Strawberry Hill Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....J. P. McKinney
Membership .....NAB, FMA
President .....Kingsley Gillespie
Gen.-Sta. Manager.....Julian Schwartz
Commercial Manager.....Wharton Ford
Program Director.....Ernest Hartman
Chief Engineer.....Edward L. Markman

# WLCR

## TORRINGTON—1948

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Litchfield County Radio Corp.
Business-Studio Address.....23 Main St.
Phone Number .....417[illegible]
Transmitter Location.....Highland Ave.
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
Membership .....NAB
President.....J. Richard Dobbins
General Manager.....Francis Martin, Jr.
Program Director.....James E. Cipriano
Chief Engineer.....Alfred F. Pallokat

# WTOR

## TORRINGTON—1947
## CONN. STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Torrington Bcstg. Co., Inc.
Business-Studio Address.....93 Main St.
Phone Number .....4181
Transmitter Location.....Perkins St.
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Capitol
Representative.....Continental Radio Sales
Membership .....NAB
President.....Joseph R. Schifini
General Manager.....James Parker
Comm.-Sales Prom. Mgr.....Joseph X. O'Hara
Prog.-Prod.-Publicity Dir...Richard C. Kilbourn
Chief Announcer.....Albert C. Vestro
Musical Director.....John J. Morris
Chief Engineer.....T. Webster Hitchcock

# WATR

## WATERBURY—1934
## ABC-CONN. STATE

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....The WATR Co., Inc.
Business-Studio Address.....440 Medow St.
Phone Number .....3-5161

Transmitter Location.....Baldwin St.
Air Time.....7 a.m.-M.
News Service .....UP
Representative.....William G. Rambeau, Bertha Bannan
Membership .....NAB
President .....Harold Thomas
Gen.-Sta.-Comm. Mgr.....Sam Elman
Sales Pro. Mgr., Pub. Dir.....Wallace Gordon
Prog.-Prod. Dir.....Edmund Waller
Chief Announcer.....Wallace King
Musical Director.....Jack Greenwood
Chief Engineer.....Russell Jensen

## WBRY

### WATERBURY—1934—CBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By....American-Republican, Inc.
Business-Studio Address.....136 Grand St.
Phone Number .....3-1125
Transmitter Location.....Boyden St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB, BMB
President-Owner.....William J. Pape
General Manager.....James H. Darcey
Asst. Station Mgr.....Wilder J. Greeley
Commercial Manager.....Harry A. DeVorken
Station. Mgr., Pub. Dir.....J. Maxim Ryder
Prog.-Prod. Dir.....Walter O. Howard
Chief Announcer.....Robert Stewart
Musical Director.....Louis Boisvert
Chief Engineer.....Frank B. Hales

## WWCO

### WATERBURY—1946
### MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Mattatuck Bcstg. Co.
Business-Studio Address....119 W. Main St.
Phone Number .....4-5141
Transmitter Location.....Thomaston Ave.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Pres., Gen. Manager.....Milton H. Meyers
Commercial Manager.....Mort Silverman
Program Director.....Robert Gellespie
Chief Announcer.....Gene Vallon
Chief Engineer.....Don Brennan

*Delaware Home Owned and Operated!*

# WAMS

DELIVERS
GUARANTEED COVERAGE

*The WAMS directional antenna pattern radiates 5000-6000 watts over the entire Wilmington area, Downstate Delaware, PLUS Southern New Jersey and parts of Maryland and Pennsylvania,—301,162 radio homes. WAMS-FM, 20,000 watts, is Delaware's only FM outlet on the air and serves 18,000 FM radio homes in the Wilmington area.*

**1,000 WATTS - MUTUAL NETWORK**
**DAY and NIGHT 1380 KC**

*Wilmington, Delaware*

NATIONAL REPRESENTATIVES: WEED AND COMPANY

# DELAWARE

*Estimated Population 297,000—Increase +11.5%—Radio Homes 77,100*
*Total Families—80,900—Stations in State 5*

## WDOV

### DOVER—1948

Frequency: 1410 Kc.....Power: 250 Watts
Owned-Operated By.....William C. Evans
Phone Number .....3063
News Service .....AP
Transcription Service.....Capitol, Cole
Gen. Mgr. .....A. Harry Zoog
Pgm. Dir. .....Raymond Davis
Chief Engineer .....W. C. Evans

## WAMS

### WILMINGTON—1947
### MBS-ATLANTIC

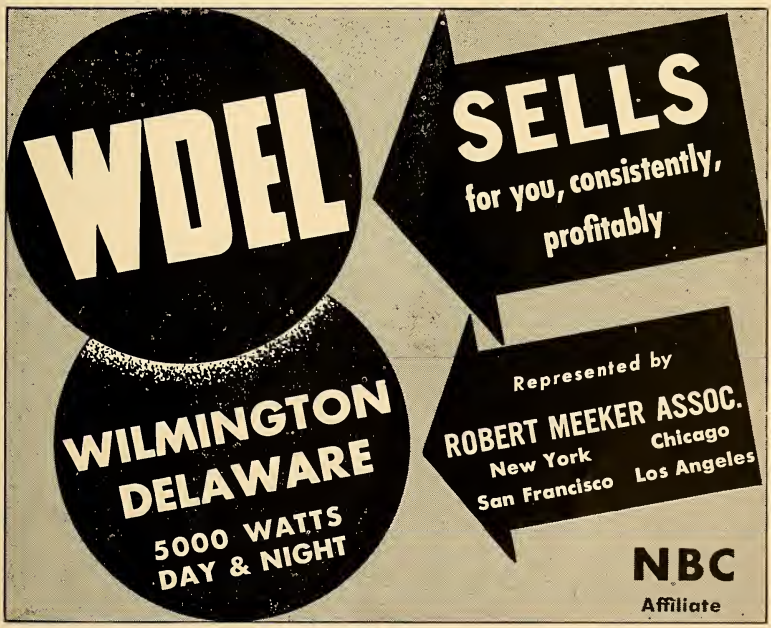
Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By...Wilmington Tri-State Bcst. Co., Inc.
Business-Studio Address.....414 French St.
Phone Number .....4-8881
News Service.....AP, Transradio
Transcription Service...Lang-Worth, Standard
Representative .....Weed
Membership.....NAB, BMB, FMA
President.....Frank S. Carrow
Exec. V.P., Gen. Manager .....George L. Sutherland
Program Director.....Jack Gibbons
Production Director.....Bill Smith
Chief Engineer.....Herbert Eckstein

*(See Page 360)*

## WDEL

### WILMINGTON—1922—NBC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....WDEL, Inc.
Business-Studio Address....10th & King Sts.
Phone Number .....7268
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....J. Gorman Walsh
National Sales Manager....J. Robert Gulick
Program Director.....Harvey C. Smith
Chief Engineer.....J. E. Mathiot



# WILM

## WILMINGTON—1922—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Delaware Bcstg. Co.
Business-Studio Address.....920 King St.
Phone Number .....4-7771
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr.
Membership .....NAB, BMB
President.....Alfred G. Hill
Vice Pres. & General Manager.....Francis H. Brinkley
Program Director.....Frank Gallagher
News Director.....William P. Frank
Chief Engineer.....Ed Kennedy

# WTUX

## WILMINGTON—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned By.....Port Frere Bcstg. Co., Inc.
Operated By.....Gordon K. MacIntosh, Howard R. Robinson
Business-Studio Address.....1326 Market St.
Phone Number.....Wilmington 5-8821
Transmitter Location.....Port Frere
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB
President.....Gordon K. MacIntosh
General-Station Mgr.....Howard R. Robinson
Commercial Manager.....Sidney Schulman
Chief Announcer.....Fred Heckman
Musical Director.....Justina Spagnola
Chief Engineer.....Wayne Neuhaus

# DISTRICT OF COLUMBIA

*Estimated Population 98,000—Increase 35.5%—Radio Homes 212,700*
*Total Families 219,700—Stations in D. C. 7*

# WINX

## WASHINGTON, D. C.—1940

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WINX Bcstg. Co.
Address.....8th & Eye Sts., N.W.
Phone Number.....Republic 8000
Transmitter Location..Florida St. & Lee Hway, Arlington, Va.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Lang-Worth, Associated
Representative .....Headley-Reed
Membership.....NAB, BMB, FMA
President.....Phillip L. Graham
V.P., General Manager.....John S. Hayes
Commercial Manager.....Charles W. Trippe
Program Director.....George M. Creamer
Publicity Director.....Marion B. Cedarblade
Chief Engineer.....Ralph E. Cannon, Jr.

# WMAL

## WASHINGTON, D. C.—1925—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....The Evening Star Bcstg. Co., Inc.
Business-Studio Address..724 14th St., N.W.
Phone Number.....NAtional 5400
Transmitter Location.....Green Tree Rd., Bethesda, Md.
Air Time.....6 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service....Associated, Standard
Representative.....ABC Spot Sales
Membership .....NAB, BMB
President.....S. H. Kauffmann
V.P., General Manager.....K. H. Berkeley
Mgr. Bcst. Oper.....Fred Shawn
Commercial Manager.....Ben B. Baylor, Jr.
Chief Engineer.....Frank Harvey

# WOL

## WASHINGTON, D. C.—1924—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By....Cowles Bcstg. System
Bus.-Studio Address.....1627 K St., N.W.
Phone Number.....Metropolitan 0010
Transmitter Location.....Brookville Rd., Silver Spring, Md.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....NAB, BMB
President-Owner.....Gardner Cowles
Gen.-Sta. Mgr.....Phil Hoffman
Commercial Mgr.....Arden E. Swisher
Sales Prom. Mgr.....John Bondeson
Program Director.....Lansing B. Lindquist
Production Manager.....Larry J. Frommer
Musical Director.....Charles Keaton
Chief Engineer.....Harold Reed

# WQQW

## WASHINGTON, D. C.—1947

Frequency: 570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WQQW, Inc.
Business-Studio Address....2627 Conn. Ave., N.W.
Phone Number.....Columbia 6331
Transmitter Location....Lee & Wilson Blvd., Falls Church, Va.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Standard
Representative.....William G. Rambeau
Membership .....NAB
President .....Morris Rodman
General Manager.....M. Robert Rogers
Comm. Manager.....Perry Walders
Program-Musical Director..Pierson Underwood
Chief Announcer.....Ray Wilson
Chief Engineer.....Robert B. Martin

# WRC

## WASHINGTON, D. C.—1923—NBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....National Bcstg. Co.
Business-Studio Address....724 14th St., N.W.
Phone Number.....Republic 4000
Transmitter Location.....Ager Rd., Hyattsville, Md.
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service....Thesaurus, Standard, Associated
Representative.....NBC Spot Sales
Membership .....NAB
President (NBC) .....Niles Trammell
Vice President (Wash.).....Frank M. Russell
Asst. to V.P. & Actg. Gen. Mgr. .....William R. McAndrew
Commercial Manager.....Mahlon Glascock
Sales Promotion Manager.....Tom Dolan
Program Director.....George Y. Wheeler
Publicity Director.....Walter Jay Royen
Musical Director.....Ludwig F. Balzer
Chief Engineer.....Donald Cooper

# WTOP

## WASHINGTON, D. C.—1928—CBS

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned-Operated By.....WTOP, Inc.
Phone Number.....Metropolitan 3200
Studio Address.....Warner Bldg.
Transmitter Location.....Wheaton, Md.
Air Time.....5:30 a.m.-1:05 a.m.
News Service.....AP, UP
Transcription Service.....World, BMI
Membership .....NAB, BMB
President (CBS) .....Frank Stanton
General Manager.....John Hayes
Sales Promotion Manager.....Cody Pfanstiehl
Chief Engineer.....Clyde Hunt

# WWDC

## WASHINGTON, D. C.—1941

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address....1000 Conn. Ave., N.W.
Phone Number.....NAtional 7203
Main Transmitter.....61 Pierce St., N.E.
Air Time.....24 hrs.
News Service.....AP, UP
Transcription Service.....Capitol, Standard, Thesaurus
Representative .....Forjoe
Membership .....NAB, FMA
President .....Joseph Katz
V.P., General Manager.....Ben Strouse
Comm. Manager.....Herman Paris
Program Director.....Norman Reed
Chief Engineer.....Ross H. Beville

The 2 best buys in Washington radio

WWDC-AM

The town's red-hot, hard-hitting 24 hour station. Represented nationally by

Forjoe & Company

WWDC-FM

Transit Radio in public vehicles delivering a guaranteed audience close to point of sale. Represented nationally by

TRANSIT RADIO, INC.

# FLORIDA

*Estimated Population 2,356,000—Increase 24.2%—Radio Homes 592,900*
*Total Families 682,500—Stations in State 66*

## WSWN

### BELLE GLADE—1947—KBS

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Seminole Bcstg. Co.
Business Address.....P. O. Box 355
Phone Number .....155
Transmitter Location.....Chosen, Fla.
Air Time .....Daytime
News Service .....UP
Transcription Service .....World, Associated, Keystone
Membership ..... NAB
President-Gen. Station Mgr....Tom Watson, Jr.
Commercial Manager.....Mary Foy
Program Director.....George Peters
Chief Engineer.....C. S. Clemans

## WDHL

### BRADENTON—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Manatee Bcstg. Co., Inc.
Business Address.....Memorial Pier
Phone Number.....37-561, 31-531
Studio-Transmitter Location..Chamber of Commerce Building
Air Time.....6:45 a.m.-10:15 p.m.
News Service .....AP
Transcription Service....Associated, Keystone
Representative ..... Homer-Griffith
President, General Manager, Station Manager.....L. E. Jackobson
Commercial Manager.....William MacMurray
Sales Promotion Manager.....Don Arnold
Program Director.....Eileen Jackson
Production Director.....Ken Lueke
Publicity Director.....Ted Cryst
Chief Engineer.....Arthur Betts
Farm Editor.....Ed Ayers

## WCLE

### CLEARWATER—1947

Frequency: 680 Kc.....Power: 100 Watts d.
Owned By.....Clearwater Bcstg. Co., Inc.
Business Address.....Box 1139, Clearwater; Millsaps Bldg., St. Petersburg
Phone Numbers..Clearwater 2573, St. Petersburg, 71675
Studio Address....Whitcomb Building, Clearwater, Millsaps Bldg., 6th & Central, St. Petersburg
Transmitter Location.....Taylor Ave., Largo
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Associated
Representative .....Hal Holman
Membership .....NAB
President, General-Station-Commercial Manager .....Houston Cox, Jr.
Program Director.....Frank Parker
Chief Engineer.....Harold Legg
Farm Editor.....Wayne Farriss

## WTAN

### CLEARWATER—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated by.....Clearwater Radio Broadcasters, Inc.
Business Address.....P. O. Box 1109
Phone Number.....2561
Studio Address.....Municipal Auditorium at Clearwater Bay
Transmitter Location.....Clearwater Bay, Pierce St.
Air Time.....6:00 a.m.-12:08 a.m.
News Service.....UP
Transcription Service.....World, MacGregor, Keystone
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....Otis E. Pruitt
General-Station Manager.....Denzil Pulley
Commercial-Sales Promotion Manager.....C. A. McKay
Program-Production Director.....Jim Brownell
Publicity Director.....Harnold Halconnier
Musical Director.....Wallace Gauze
Chief Engineer.....John Callan

## WBAY

### CORAL GABLES—1947
### ORANGE STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Atlantic Shores Bcstg., Ltd.
Business-Studio Address.....322 Aragon
Phone Number .....48-65-71
Transmitter Location..1505 S.W. 32nd Ave., Miami
Air Time .....Unlimited
News Service .....UP
Transcription Service...Associated, Standard, Cole
Representative.....Joseph Hershey McGillvra
Partners.....James Brown, Ronald Johnson, Bert Graulich, Elbert Griffis
General-Station Mgr.....Robert Johnson
Prog. Dir., Prod. Mgr.....Bert Graulich
Chief Engineer.....Walt E. Kinney

## WVCG

### CORAL GABLES—1947

Frequency: 1070 Kc....Power: 1000 Watts d.

Owned-Operated By....Peninsular Bcstg. Corp.
Business Address.....P. O. Box 977
Phone Number.....48-7411-2
Studio Address.....223 Aragon Ave.
Transmitter Location....660 Grand Concourse
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Associated
Membership .....NAB
President-General Mgr.....George W. Thorpe
Commercial Manager.....Hank Lee
Program Director.....Edward Gaylor
Chief Engineer.....Edward Vickers

## WCNU

### CRESTVIEW—1948—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By....Gulf Shore Bcstg. Co.
Business-Studio Address....Box 486 Crestview
Phone Number.....3511
Transmitter Location...Highway 85, Crestview
Air Time.....18 hours
News Service.....AP
Transcription Service.....Lang-Worth
Membership .....NAB
General-Station Manager.....John B. McCrary
Commercial Manager.....John French
Sales Promotion Manager.....D. G. O'Neal
Program-Production Director..Cyril W. Reddoch
Musical Director.....John McCrary
Chief Engineer.....Franklin Prestwood

## WNDB

### DAYTONA BEACH—1948

Frequency: 1150 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....News-Journal Corp.
Business-Studio Address...128 Orange Ave.
Phone Number .....3601
Transmitter Location.....Holly Hill
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Standard, World
Representative..... John H. Perry
Membership.....NAB, FMA
President .....Julius Davidson
Gen. Mgr.-Program Director.....Jerry Stone
Comm.-Sales Promotion Mgr.....John Cummins
Production Director.....Maribel Montgomery
Publicity Director.....Lilliane R. Davidson

## WMFJ

### DAYTONA BEACH—1935—ABC

Frequency: 1450 Kc.....Power: 250 Watts

a Must for Florida
WNDB
1000 WATTS
AND
WNDB·FM
FLORIDA'S FIRST FULL-TIME FM STATION
THE NEWS-JOURNAL STATIONS
DAYTONA BEACH, FLA.

Owned-Operated By.....W. Wright Esch
Business-Studio Address.....444 N. Beach St.
Phone Number.....6491-2
Transmitter Location...126½ Magnolia Ave.
Air Time .....Unlimited
News Service .....INS
Transcription Service.....Lang-Worth
Representative....Joseph Hershey McGillvra
Membership .....NAB
Owner .....W. Wright Esch
General Manager.....A. B. Esch
Station Manager.....Ray Clancy
Commercial Manager.....John S. Pitts
Chief Engineer.....Webster K. Ellenwood

# WROD

## DAYTONA BEACH—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By...Daytona Beach Bcstg. Corp.
Business Address.....Box 991
Phone Number.....4626
Studio-Transmitter Address..Wilder Blvd. & S. Beach St.
Air Time.....Unlimited
News Service .....UP
Transcription Service .....Associated
Membership .....NAB
President, General-Station Manager.....E. J. Sperry
Commercial Manager.....R. Y. Huffman
Chief Engineer.....F. A. Scott

# WDLF

## DE LAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Lyle Van Valkenburgh
Business-Studio Address..220 E. Hubbard Ave.
Phone Number .....1290
News Service .....AP
Transcription Service .....Associated
President .....Lyle Van Valkenburgh
Station Manager.....Lynn Gearhart
Business Mgr.....Maj. R. L. Clinton, Jr.
Program Director.....Michael Davis
Chief Engineer.....Lauren Mickle

# WEUS

## EUSTIS—1948

Frequency: 790 Kc.....Power 1000 Watts
Operated By.....Lake County Bcstgrs
Business-Studio Address...32 Magnolia Ave., P. O. Box 790
Phone Number .....394
Transmitter....Off Hgwy. 441, betw. Tavares and Leesburg
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service...Standard, Lang-Worth, Keystone
Station Representative.....Rural Radio
Membership .....NAB
President.....Frank W. Stebbins
General-Station-Commercial-Sales Promotion Manager.....Lynn Gearhart
Program-Prod.-Publicity Director.....Dan Ross
Chief Engineer.....Martin C. Kirkland

# WFTL

## FORT LAUDERDALE—1946

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Radio Div. Gore Pub. Co.
Business-Studio Address..100 E. Las Olas Blvd.
Phone Number.....3-2511
Transmitter Location..... S.E. 15th St. and Inland Waterway
Air Time.....Unlimited
News Service.....UP
General-Station-Commercial Manager.....Robert W. Standart
Sales Promotion Mgr.....Ernest D. Ashurst, II
Program-Production Director.....Paul Taylor
Publicity Director.....Carter Holmes
Musical Director.....Gerrie Clapp
Chief Engineer.....Howard O. Sheets

# WINK

## FT. MYERS—1939—CBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Ft. Myers Bcstg. Co., Inc.
Business-Studio Address.....WINK Bldg., 54 E. First St.
Phone Number .....818
Transmitter Location.....Wink Bldg., 54 E. First St.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service....Associated, Keystone
Representative .....Donald Cooke
Membership .....NAB
President.....Arthur B. McBride
Vice President.....Daniel Sherby
Sta.-Comm Mgr., Prod. Dir.....A. J. Bauer
Sales Promotion Manager.....Walter Kelly
Program Director.....Betty Whitfield
Chief Engineer.....John Vance, Jr.

# WIRA

## FORT PIERCE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Indian River Bcstg Co.
Business Address.....Box 1401
Phone Number.....870
Transmitter-Studio Location.....Melody Lane
Air Time .....Unlimited
News Service.....UP
Transcription Service.....Standard
Membership .....NAB
Pres., Gen.-Sta.-Comm. Mgr.....Douglas Silver

Sales Prom. Mgr., Pub. Dir...Marjorie B. Silver
Prog. Dir., Prod. Mgr.....John Sadler, Jr.
Musical Director.....Roger Wood
Chief Engineer.....James Sowinski
Farm Editor.....Anne Wilder

# WGGG

## GAINESVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Alachua County Broadcasting Co., Inc.
Bus.-Studio-Transmitter Address...1230 Waldo Rd.
Phone Number.....1230, 321
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service.....Associated, Capitol
Pres., Gen.-Sta. Mgr.....R. M. Chamberlin
Comm.-Sales Prom. Mgr.....Gordon K. Hemby
Prog.-Prod.-Music Dir.....Guy Hamilton
Publicity Director.....Bob Harlan
Chief Engineer.....R. M. Chamberlin
Farm Editor.....Sandy Johnson

# WRUF

## GAINESVILLE—1928
## MBS-U. OF FLA. NET.

Frequency: 850 Kc.....Power 5000 Watts
Owned By.....State of Fla.
Operated By.....Univ. of Fla.
Business-Studio Address..Campus, Univ. of Fla.
Phone Number.....2000, Ext. 466-7-8
Transmitter Location.....Newberry Rd.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Burn-Smith
Membership .....NAB, BMB, FMA
Director .....Garland Powell
Commercial Manager.....Paul Acosta
Sales Promotion Manager.....James Gentile
Program Director.....James Sharp
Production Director.....Sewell Brown
Continuity and Pub. Director..Leonard Mosby
Musical Director.....Larry Gibson
Chief Engineer.....Duane McConnell
Farm Editor.....Clyde Beale

# WIVY

## JACKSONVILLE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WIVY, Inc.
Business-Studio Address...135 Riverside Ave.
Phone Number.....4-7722, 4-7723
Transmitter Location.....Springrove Ave. at A. C. & L. RR. Tracks
Air Time.....Local sunrise to local sunset
News Service.....INS
Transcription Service.....World, MacGregor
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....L. Frank Jones
General Manager.....Al Keirsey
Commercial Manager.....Charles F. Brigham
Program Director.....Richard A. Fennel
Chief Engineer.....James W. Knoche

# WJAX

## JACKSONVILLE—1925—NBC

Frequency: 930 Kc.....Power: 5,000 Watts
Owned-Operated By..City of Jacksonville, Fla.
Business-Studio Address.....1 Broadcast Pl.
Phone Number .....4-1681
Transmitter Location.....Hyde Park
Air Time.....6 a.m. to 1 a.m.
News Service.....AP
Transcription Service...Thesaurus, Associated
Representative.John Blair; Harry E. Cummings
Membership .....BMB
Com. in Charge.....George A. Pierce
Station Mgr.-Chief Engrr...John T. Hopkins III
Program Director.....Evelyn Boote
Production Manager.....J. W. Douglass
Musical Director.....Frank Morris

# WJHP

## JACKSONVILLE—1940—MBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....The Metropolis Co.
Business-Studio Address.....500 Laura St.
Phone Number .....4-7711
Transmitter Location.....Lane Ave. Annex & Lake Shore Blvd.
Air Time.....Unlimited
News Service.....UP
Transcription Service..Lang-Worth, Associated, SESAC
Representative .....John H. Perry
President-Owner.....John H. Perry
General Manager.....Norvin Veal
Station Manager.....Speed Veal
Publicity Director.....Joan Palmer
Chief Engineer.....Beecher Hayford

# WMBR

## JACKSONVILLE—1934—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....Florida Bcstg. Co.
Business-Studio Address.....605 Main St. S., P.O. Box 5187
Phone Number.....9-4477
Transmitter Location....Lane & Stewart Aves.
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....World, Associated
Representative .....Avery-Knodel
Membership .....NAB, BMB
President-General Manager.....Frank King
Comm.-Sales Prom. Mgr....Glenn Marshall, Jr.
Program Director.....Roger O. Van Duzer
Chief Engineer.....Ernest B. Vordermark

# WOBS

## JACKSONVILLE—1948
## GA.-FLA. SPORTS NET.

Frequency: 1360 Kc.....Power: 1000 Watts d. (CP 1,000 Watts, n.)
Owned-Operated By....Southern Radio and Equipment Company
Business-Studio Address...10 East Forsyth St.
Phone Number.....6-4231
Transcription Location.....Gilmore Road
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Capitol
Station Representative.....Forjoe
President.....Jack Sharpe
General-Station Manager.....Ed Sharpe
Commercial Manager.....Mark Thompson
Program Director.....Larry Scarborough
Production Director.....Jim Macri
Musical Director.....Randolph Jones
Chief Engineer.....William Askew

# WPDQ

## JACKSONVILLE—1942
## ABC-FLA.-AMER. GROUP

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By..Jacksonville Bcstg. Corp.
Business Address.....P. O. Box 1468
Phone Number.....4-4421
Studio Address.....Gulf Life Insurance Bldg.
Transmitter Location.....Lenox Ave.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard
Station Representative.....Katz
Membership .....BMB
President.....James R. Stockton
General-Station Manager....Robert R. Feagin
Commercial Manager.....Frank Taylor, Jr.
Sales Pro. Mgr.-Publicity Dir.-....Lillian Nunn
Program Director.....Bernie Adams
Musical Director.....Gene Bouchier
Chief Engineer.....James R. Donavan
Farm Editor.....Bernie Adams

# WJVB

## JACKSONVILLE BEACH—1947—KBS

Frequency: 1010 Kc.....Power: 250 Watts
Owned-Operated By.....Jacksonville Beach Bcstg. Co.
Business-Studio Address.....211 First Ave.
Phone Number.....1072
Transmitter Location.....Penman Rd.
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Capitol, Keystone
Station Representative.....Friedenburg
Membership .....NAB
General-Station-Comm. Mgr.....Reggie Martin
Sales Pro. Mgr.-Program Dir...Lester M. Combs
Production-Publicity Director.....Hal King
Chief Engineer.....Lewis Evenden

# WKWF

## KEY WEST—1946—MBS-KBS

Frequency: 1600 Kc.....Power: 500 Watts
Owned-Operated By.....John M. Spottswood
Business Address.....P. O. Box 891
Phone Number.....510
Studio-Transmitter Location.....Stock Island
Air Time.....7 a.m. to M.
News Service.....UP
Transcription Service.....Thesaurus, Keystone
Station Representative.....Walker
Membership .....NAB
Pres.-Gen.-Comm. Mgr...John M. Spottswood
Program Director.....Ruth Newton
Musical Director.....Jessie Gibson

# WDSR

## LAKE CITY—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Deep South Radioways
Business-Studio Address..126 No. Marion St.
Phone Number.....525
Transmitter Location..One mile south of Lake City on U.S. No. 41
Air Time.....6 a.m. to 10:05 p.m.
News Service.....AP
Transcription Service.....Associated
Membership .....NAB
Gen. Mgr. & Prin. Partner....Alfred H. Temple
Commercial Manager.....Thomas M. Colton
Program Director.....Owen W. Parnacott
Chief Engineer.....Bruce Singleton

# WLAK

## LAKELAND—1936—NBC

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By...Lakeland Bcstg. Corp.
Business Address.....P. O. Box 1211
Phone Number.....2127
Studio-Transmitter Location.....Shore Acres, 1412 East Lime St.
Air Time.....Unlimited
News Service.....UP
Transcription Service .....Thesaurus
Station Representative.....John E. Pearson
Membership .....NAB, BMB
President-Gen.-Station-Sales Promotion Manager, Publicity Director.....S. O. Ward
Commercial Manager .....Powell Adams
Program-Production Director..Wm. A. Reeves
Musical Director.....George Friend
Chief Engineer.....William P. Lee

# WEAT

## LAKE WORTH—1948—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Lake Worth Bcstg. Co.
Operated By.....C. L. Menser
Business-Studio Address....Municipal Casino, South Ocean Blvd.
Phone Number.....Palm Beach 7545, Lake Worth 1200
Transmitter Location.....Nineteenth Ave. No.
Air Time.....6:30 a.m. to 12:30 a.m.
News Service.....AP
Transcription Service.....Associated
Representative .....Donald Cooke
Membership .....NAB
President-Gen. Mgr.....C. L. Menser
Chief Engineer.....Richard Spruill

# WLBF

## LEESBURG—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Bcstg. Co.
Business Address.....Box 601
Phone Number.....554-553
Studio-Transmitter Location..1240 Floradel Ave.
Air Time.....Unlimited
News Service .....UP
Transcription Service.....Thesaurus, Capitol, Keystone
Membership .....NAB, BMB
President.....P. C. Gorman
General-Station Manager.....W. E. Harkness
Comm.-Sales Promotion Mgr.....Earl Broome
Program-Production-Publicity Director- Chief Announcer-Mus. Dir.....Donn Ramon Colee
Chief Engineer.....Charles Castle
Farm Editor.....Bob Andrews

# WTYS

## MARIANNA—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Phipps
Business Address.....P. O. Box 565
Phone Number .....650
Studio-Transmitter Address..U. S. Hway. 90, E.
Air Time .....Unlimited
News Service .....AP
Transcription Service...Lang-Worth, Standard
Representative .....Harry Cummings
Owner.....John H. Phipps
Gen.-Comm. Mgr.....Fred U. Wamble
Sales Prom. Manager.....Don Pearson
Program Dir.....Lucille W. Wamble
Production Director.....Bill Pascal
Publicity Director.....Sonny Harris
Musical Director.....Susan Thames
Chief Engineer.....Christian Reuter
Farm Editor.....Joe Malone

# WMMB

## MELBOURNE—1948

Frequency: 1050 Kc.....Power: 250 Watts
Owned-Operated By...Melbourne Bcstg. Corp.
Business-Studio Address.....Front St.
Phone Number.....575-576
Transmitter Location.....Front St.
Air Time.....Local sunrise to sunset
News Service.....UP
Transcription Service.....World, Standard
President.....William Shakespeare, Jr.
General-Station Mgr...Thomas B. Newsom, Jr.
Commercial Manager.....Maude C. Newsom
Sales Promotion Manager.....John Armstrong
Program Director.....Victoria Martin
Operations Manager.....Bob McCall
Chief Engineer.....Kenneth R. Waltz

# WGBS

## MIAMI—1939—CBS

Frequency: 710 Kc....Power: 50,000 Watts, d. 10,000 Watts, n.
Owned-Operated By....The Fort Industry Co.
Business-Studio Address..1605 Biscayne Blvd.
Phone Number.....9-2401
Transmitter Location....6½ mi. N.W. Hialeah
Air Time.....6:00 a.m.-2:00 a.m.
News Service.....AP
Transcription Service...Lang-Worth, Thesaurus
Station Representative.....Katz
Membership .....NAB, BMB
President.....George B. Storer
Station Manager.....Stanton P. Kettler
Commercial Manager.....Miller N. Babcock
Sales Prom. Mgr., Pub Dir.....Frank Jaffe
Program Director.....Ewald Kockritz
Chief Engineer.....Albert Shropshire
Farm Editor.....Jack McCormack

# WMIE

## MIAMI—1948

Frequency: 1140 Kc...Power: 10,000 Watts, d., 5,000 Watts, n.
Owned-Operated By...Sun Coast Bcstg. Corp.
Business Address.....Everglades Hotel
Phone Number.....3-5556
Transmitter Location..Sunset Rd. & Snapper Creek, So. Miami
Air Time .....Unlimited
News Service .....INS
Representative .....Forjoe
Membership .....NAB, FAB
President .....Mitchell Wolfson
General Manager.....Robert G. Venn
Commercial Manager.....John S. Allen
Program Director.....Ted Anthony
Sports-Publicity .....Matty Matthews
Musical Director .....Ruth Lee Jones
Chief Engineer.....William A. Sheetz

# WIOD

## MIAMI—1926—NBC

Frequency: 610 Kc.....Power: 5,000 Watts
Owned-Operated By....Isle of Dreams Bcstg. Corp.
Business-Studio Address...600 Biscayne Blvd.
Phone Number.....3-6444
Transmitter Location....Cameo Island, North Bay Causeway
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service....Associated, Standard
Station Representative..George P. Hollingbery, Harry E. Cummings
Membership .....NAB, BMB
President.....Daniel J. Mahoney
General Manager.....James M. LeGate
Commercial Manager.....Robert L. Fidlar
Program Director.....Scott Bishop
Publicity-Promotion Dir.....Martha Henriquez
Musical Director.....Earle Barr Hanson
Chief Engineer.....Milton C. Scott

# WINZ

## MIAMI—1946

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Hollywood Bcstg. Co., Inc.
Address.....WINZ Bldg., 304 Lincoln Rd.
Phone Number.....Miami 5-3191
Transmitter Location .....Opalocka
Air Time.....6:30 a.m.-3:30 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President .....Jonas Weiland
General-Comm. Mgr.....M. J. Weisfeldt
Program Director.....Denny Kirwan
Chief Engineer.....C. E. Watkins

# WQAM

## MIAMI—1920—ABC

Frequency: 560 Kc.....Power: 5,000 Watts, d., 1,000 Watts, n.
Owned-Operated By.....Miami Bcstg. Co.
Business Address.....P. O. Box 3741
Phone Number .....2-6121
Studio Address.....duPont Bldg.
Transmitter Location...1425 N.E. Bayshore Ct.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World, Associated
Station Representative.....John Blair

Membership .....NAB, BMB
President.....John S. Knight
General-Station Mgr.....Owen F. Uridge
Commercial Manager.....Harry Camp
Program Director.....Marjorie Christopher
Chief Engineer.....Gene Rider

# WWPB

## MIAMI—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Paul Brake
Business-Studio Address....414 S.W. 2nd Ave.
Phone Number .....3-7405
News Service .....AP
Transcription Service .....World
Representative .....Donald Cooke
President, Gen.-Comm. Mgr.....Paul Brake
Prog. Dir., Prom. Mgr.....Charles Green
Chief Engineer.....Ralph Kiibler

# WKAT

## MIAMI BEACH—1937—MBS

Frequency: 1360 Kc....Power: 5,000 Watts, d., 1,000 Watts, n.
Owned-Operated By.....WKAT, Inc.
Business-Studio Address..1759 North Bay Rd.
Phone Number .....5-5711
Transmitter Location.....1759 North Bay Rd.

MUSIC . . SPORTS . . NEWS
FULL TIME

WINZ

Florida's Big Independent

Primary Signal
Covers
GREATER MIAMI
and
Florida's
Rich East Coast
from
the Palm Beaches
to the Keys

*STUDIOS:*
MIAMI, HOLLYWOOD, FT. LAUDERDALE
AND WINZ BLDG., MIAMI BEACH

*MAIN STUDIO:*
HOLLYWOOD BEACH HOTEL
940 Kc. — FULL TIME

JONAS WEILAND, *President*
*Represented by:* John H. Perry Associates

Air Time.....6:00 a.m.-3:00 a.m.
News Service .....UP
Transcription Service.....Standard, Cole
Station Representative.....Weed
President .....A. Frank Katzentine
General-Station-Comm.-Sales Promotion Manager .....John I. Prosser
Program-Production Director..Gordon N. Waltz
Pub. Dir.-Chief Ann.-Farm Ed.....Robert Beutel
Musical Director .....Betty Lee Taylor
Chief Engineer .....Arthur P. Smith, Jr.

# WMBM

## MIAMI BEACH—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Biscayne Bcstg. Co., Inc.
Business-Studio-Transmitter Address..McArthur Causeway Terminal
Phone Number .....5-5586
Air Time .....Daytime
News Service .....UP
Transcription Service.....Standard, Capitol
Representative.....Burke, Kuipers & Mahoney
Membership .....NAB
Pres., Gen.-Sta.-Comm.-Sales Promotion Mgr.....Thomas O. McCullough
Prog.-Publicity Director.....Calvert A. Carter
Production Director.....Mary Lucille Carter
Musical Director.....George Chamberlin
Chief Engineer.....Jack Miller

# WTMC

## OCALA—1939—MBS-KBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By....Ocala Bcstg. Co., Inc.
Business-Studio Address.....1 Broadcast Pl.
Phone Number .....128-185
Transmitter Location..RFD Ocala, State Rd. 500
Air Time .....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, Keystone
Representative.....John H. Perry
President.....John H. Perry
Gen.-Sales Prom. Mgr.....T. S. Gilchrist, Jr.
Sta. Mgr., Publicity Dir.....John F. Nicholson
Commercial Manager.....Carl J. Reinhardt
Prog.-Prod. Director.....Charles R. Schon
Musical Director.....Gene Sturchio
Chief Engineer.....Beecher Hayford
Farm Editor.....John Nicholson

# WDBO

## ORLANDO—1925—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By...Orlando Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 3707, 30 S. Ivanhoe Blvd.
Phone Number .....6181
Transmitter Location.....222 Hazard St.
Air Time.....4:55 a.m.-1:05 a.m.
News Service .....AP, UP

Transcription Service.....World, Thesaurus, Associated
Representative....John Blair, Harry Cummings
Membership .....NAB, BMB
Pres., Gen. Mgr.....George C. Johnston
V.P., Station Mgr.....Harold P. Danforth
Natl. Sales-Prog. Dir.....W. G. McBride
Local Sales Director.....John M. Pedrick
Musical Director.....Walter D. Kimble
Chief Engineer.....J. E. Yarbrough
Farm Editor.....Henry S. Jacobs

# WHOO

## ORLANDO—1947
## ABC-FLORIDA-AMERICAN GP.

Frequency: 990 Kc.....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By..Orlando Daily Newspapers, Inc.
Address.....Fort Gatlin Hotel
Phone Number .....9900
Transmitter Location.....Old Fairvilla Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Ra-Tel
President .....Martin Anderson
General Manager.....John A. Buning
Commercial Mgr.....Clarence Bracey
Program Director.....Ted Cobington
Chief Engineer.....Gene Dashiell

# WLOF

## ORLANDO—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Operated By.....Hazelwood, Inc.
Business-Studio Address.....Angebilt Hotel
Phone Number .....8163
Transmitter Location.....Near Orlo Vista
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....William Joe Sears, Jr.
General Manager.....Vic Buisset
Program Director.....R. Donahue
Chief Engineer.....W. Dodd Daniel, Jr.

# WORZ

## ORLANDO—1946—NBC

Frequency: 740 Kc.....Power: 1000 Watts
Owned-Oper. By....Central Florida Bcstg. Co.
Business-Studio Address..740 N. Orange Ave.
Phone Number .....2-2451
Transmitter Location.....Winter Garden Rd.
Air Time.....6 a.m.-1:05 a.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Weed
Membership .....NAB, BMB
President .....James Dandelake
Gen.-Sta.-Comm.-Sales Promotion Manager.....Eugene D. Hill
Prog. Dir., Farm Editor.....L. C. Kennedy
Production Director.....Tom Carswell
Publicity Director.....Nazoma Harmon
Musical Director.....John Hyde
Chief Engineer.....H. A. Scott

# WWPF

## PALATKA—1947

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Palatka Bcstg. Co.
Business-Studio-Transmitter Address..900 Block of River St.
Phone Number .....354
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative.....Cox & Tanz
Gen.-Station Manager.....L. C. McCall
Commercial Manager.....Herb Young
Musical Dir., Farm Editor.....Bruce E. Wilson
Chief Engineer.....L. C. McCall

# WWPG

## PALM BEACH—1941—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Palm Beach Bcstg. Co.
Business Address.....South Ocean Blvd.
Phone Number.....West Palm Beach 2-1515, Lake Worth 5345
Transmitter Location.....South Ocean Blvd.
Air Time .....Unlimited
News Service .....AP
Transcription Service..Lang-Worth, Thesaurus, World
Representative .....Petry
President, Gen. Mgr.....Charles E. Davis
Station-Comm. Mgr.....Donald S. Greenlief
Program Director.....Mary E. Neely
Chief Engineer.....Clyde E. Walkden

# WDLP

## PANAMA CITY—1940
## MBS-FLA. FOOTBALL NET.-KBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By..Panama City Bcstg. Co., Inc.
Business-Studio Address.....West Beach Dr.
Phone Number .....777
Transmitter Location.....North Springfield
Air Time.....5:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative.....John H. Perry
President.....John H. Perry
Gen.-Sta.-Comm. Mgr.....Byron Hayford
Sales Prom. Mgr., Prog. Dir.....John Thomas
Chief Announcer, Chief Engineer..Elmer Scott

# WBSR

## PENSACOLA—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Escambia Bcstg. Co., Inc.
Business-Studio Address....San Carlos Hotel, P. O. Box 1351
Phone Number .....6173-4
Transmitter Location.....O & Moreno Sts.
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Robert Meeker
Membership .....NAB
President, Gen. Mgr.....Ruth Braden
Sta.-Comm. Mgr.....Robert O. Forsyth
Sales Promotion Manager.....M. Jack Brown
Prog.-Prod. Director.....Bill Kirby
Chief Engineer.....G. Bert Mead

# WCOA

## PENSACOLA—1926—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....Pensacola Bcstg. Co.
Business-Studio Address....San Carlos Hotel
Phone Number .....4111
Transmitter Location.....Cary's Lane
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, Capitol
Representative.....John H. Perry
President.....John H. Perry
Gen.-Station Mgr.....J. Holliday Veal
Commercial Manager....William G. Champlin
Sales Promotion Manager.....Pauline Heller
Program Director.....J. H. Veal
Chief Engineer.....Harold Heath

# WEAR

## PENSACOLA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Gulfport Bcstg. Co.
Business-Studio Address....5 East Gregory St.
Phone Number .....8-4449
Transmitter Location.....Smith Shipyard
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Representative.....John E. Pearson
General-Station Manager.....Irving F. Welch
Commercial Manager.....Peter J. Cicchine
Program Dir., Chief Announcer..Russell Hirsch
Production Director.....Edward Murphy
Chief Engineer.....Howard Grove
News Editor.....Frank Pericola

# WCNH

## QUINCY—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Quincy Bcstg. Corp.
Business Address .....Quincy
Phone Number .....300
Studio-Transmitter Location....Shelfer Heights
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Richard J. Gardner
General-Station Manager.....A. B. Letson
Comm.-Sales Prom. Manager....E. W. Carrell
Program Director.....W. H. Martin
Chief Engineer.....A. B. Letson

# WFOY

## ST. AUGUSTINE—1936—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Fountain of Youth Bcstg. Co.
Business-Studio-Transmitter Address .....Magnolia Ave.
Phone Number .....1622
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Avery Knodel
Membership .....NAB, BMB
President.....J. C. Bell
Exec. V.P., Gen.-Sta.-Comm.-Sales Prom. Manager.....John E. Bernhard, Jr.
Prog.-Prod.-Musical Director.....Mrs. Frankye C. Walker
Publicity Director.....Patsy Hernandez
Chief Engineer.....Ernest Raistrick
Farm Editor.....Bob Sheppe

# WSUN

## ST. PETERSBURG—1927—ABC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By....City of St. Petersburg
Business Address.....P. O. Box 240
Phone Number .....7-4747-8
Studio Address.....Municipal Pier
Transmitter Location...Bayview, RFD No. 2, Box 81, Clearwater
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, SESAC
Representative .....Weed
Membership .....NAB, BMB
Gen.-Sta.-Sales Prom. Mgr., Pub. Dir.....George D. Robinson
Commercial Manager.....Vera New
Prog. Dir., Chief Engineer.....Louis J. Link
Musical Director.....Edith Sexton

# WTSP

## ST. PETERSBURG—1939—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Pinellas Bcstg. Co.

Business Address.....470 First Ave. S.
Phone Number .....7-8108
Studio Address.....Times Bldg.
Transmitter Location....Gandy Blvd. at Gandy Bridge
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership .....NAB
President .....Nelson Poynter
Vice President.....Irwin A. Simpson
General-Station Manager..Herbert T. Anderson
Sales Prom. Mgr., Prog. Dir.....Jack Faulkner
Chief Engineer.....William D. Mangold

# WTRR

## SANFORD—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Southeastern Bcstg. System
Operated By.....James S. Rivers
Business-Studio-Transmitter Address .....Mayfair Inn
Phone Number .....999
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service....Lang-Worth, Keystone
President.....James S. Rivers
Station Mgr., Prog. Dir...J. Marion Harman, Sr.
Chief Engineer.....Emerson Brown

# WSPB

## SARASOTA—1939—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WSPB, Inc.
Business-Studio-Transmitter Address .....City Island
Phone Number .....2564-5
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....BMB
President.....Robert C. Jones, Jr.
General-Station Manager....John B. Browning
Commercial Manager..Raymond E. Brown, Jr.
Sales Promotion Manager..Kenneth Randolph
Program Director.....David Hale
Musical Director.....David Hale
Chief Engineer.....James E. Grant

# WHBO

## SULPHUR SPRINGS—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Sulphur Springs Bcstrs.
Business-Studio Address..8122 Nebraska Ave.
Phone Number.....Tampa 33-2251
News Service .....AP
Representative.....McGeehan & O'Mara
Partners.....Harold A. Harry, Harry J. Dunlap
Program Director.....Ann Bowman
Traffic Manager.....Betty Strong
Chief Engineer.....Charles McLellan

# WRHP

## TALLAHASSEE—1946
## ABC-KBS-FLA. AMERICAN GP.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Tallahassee Appliance Corp.
Business-Studio Address.....Floridan Hotel
Phone Number.....2691, 2836, 2710
Transmitter Location.....East Park Ave.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Keystone
Representative.....Thomas F. Clark
Membership .....NAB
President, General Manager..Frank W. Pepper
Commercial Manager.....Joe Hosford
Sales Promotion Manager.....John Epperson
Program Director.....Frank W. Hazelton
Publicity Director.....Jim Miller
Chief Engineer.....Charles Clifton

# WTAL

## TALLAHASSEE—1935—MBS

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By.....John H. Phipps Radio Stations
Business Address.....Park Ave. & Calhoun
Phone Number .....2160
Studio Address.....Cherokee Hotel
Transmitter Location.....Lake Bradford
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative.....John H. Perry, Harry E. Cummings
Membership .....NAB
President.....John H. Phipps
Station Manager.....L. Herschel Graves
Program Director.....Helen F. Todd
Musical Director.....Dave Cole
Chief Engineer.....W. A. Snowden, Jr.

# WALT

## TAMPA—1946

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tampa Bcstg. Co.
Business-Studio Address....401 West Tyler St.
Phone Number .....M 7921
Transmitter Location.....411 West Tyler St.
Air Time .....Daytime
News Service .....AP
Transcription Service....Capitol, Lang-Worth, SESAC
Representative.....John H. Perry
Pres., Gen.-Sta.-Comm.-Sales Promotion Manager.....W. Walter Tison

Membership .....NAB
Prod.-Publicity Director.....Eva Byron
Musical Director.....Roger Ball
Chief Engineer.....J. B. Tison
Farm Editor.....Ronald Harp

# WDAE

## TAMPA—1922—CBS

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Times Co.
Business Address.....P. O. Box 2409, 114 N. Franklin St.
Phone Number .....M-2911
Studio Address.....Tampa Times Bldg.
Transmitter Location.....Forrest Hills Country Club Area
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
Membership .....NAB
President.....David E. Smiley
Gen.-Sta.-Comm.-Sales Promotion Manager.....L. Spencer Mitchell
Prog.-Prod.-Publicity Dir...Kenneth W. Skelton
Musical Director.....Edward C. Walker
Chief Engineer.....William Pharr Moore
Farm Editor.....Mark E. Swingley

# WFLA

## TAMPA—1925—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....Tampa Tribune
Business-Studio Address.....Seminole Bldg.
Phone Number .....H-1828
Transmitter Location.....East Entrance Campbell Causeway, Columbus Dr.
Air Time.....6:45 a.m.-12:05 a.m.
News Service .....UP
Transcription Service...Thesaurus, Lang-Worth
Representative..John Blair, Harry E. Cummings
Membership .....NAB
Station Manager.....Charles G. Baskerville
Commercial Manager.....Bert A. Arnold
Sales Prom. Mgr., Pub. Dir.....Tom Matthews
Prog.-Prod. Director.....Paul M. Jones
Chief Announcer, Farm Editor.....Mardi Liles
Musical Director.....Frank Grasso
Chief Engineer.....Joseph Mitchell

# WHBO

## TAMPA—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By..Harold A. & Harry J. Dunlap
Business Address.....P. O. Box 9145
Phone Number .....33-2251
Studio Address.....Sulphur Springs Hotel, 8122 Nebraska Ave.
Transmitter Location.....11001 Florida Ave.
Air Time.....Local sunrise-sunset
News Service .....AP
General Manager.....Harold A. Dunlap
Business Manager.....Harry J. Dunlap
Comm.-Sales Prom. Manager.....Jim Turner
Prog.-Musical Dir.....Ann Bowman
Traffic Manager.....Betty Strong
Chief Eng.-Farm Ed.....Charles McLellan

# WIRK

## WEST PALM BEACH—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....Ken-Sell, Inc.
Business Address.....Box 2148
Phone Number .....2-1744
Studio Address.....Citizens Bldg.
Transmitter Location.....S. Military Trail
Air Time .....Unlimited
News Service .....AP
Transcription Service..Associated, Lang-Worth
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....J. S. Field, Jr.
Gen.-Sta.-Comm. Mgr.....Joseph B. Matthews
Sales Promotion Manager.....S. H. Andrews
Program-Publicity Dir.....Bob Cummings
Chief Announcer, Musical Dir...Rome Hartman
Chief Engineer.....William P. Heitzman

# WJNO

## WEST PALM BEACH—1936—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WJNO, Inc.
Business-Studio Address...1500 N. Flagler Dr.
Phone Number .....2-3638
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....Robert Meeker
Membership.....NAB, BMB, FMA
President .....Marshall Heminway
Gen.-Sta.-Comm. Mgr.....Stephen P. Willis
Program Director.....Vernon Crawford
Musical Director.....Anne Wharton
Chief Engineer.....Otis C. Wright

# WSIR

## WINTER HAVEN—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Citrus Belt Bcstrs., Inc.
Business-Studio Address...132 Third St., S.W.
Phone Number .....31-313
Transmitter Location.....Lake Howard Dr.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
President.....Frederick L. Allman
General Manager.....Larry Rollins
Program Director.....Richard Eyrich
Chief Engineer.....L. Orden Craig

# 1948 - - - A YEAR OF ACHIEVEMENT

1. Our best year of business in the face of multiplied competition.
2. Consistent top audience ratings for our advertisers.
3. Introduction of facsimile to Atlanta.
4. Completion and activation of a new and highly efficient 50 KW (AM) transmitter.
5. A new and completely engineered building for TV operation, together with a 598 foot tower, pylon and antenna.
6. THE FIRST TV FOR THE DEEP SOUTH.

# 1949 - - - A YEAR OF OPPORTUNITY

26 years young is the "Voice of the South"—a pioneer in 1922 and still heading the procession 26 years later. Programming know-how—engineering efficiency—audience loyalty—industry consciousness—agency confidence—sales productivity—all these will be maintained by a staff old with WSB and steeped in the appreciation of this market.

WSB is as much Atlanta as the dogwood—as much Georgia as red clay hills and piney woods. Only WSB can offer these advantages in this market.

THE ATLANTA JOURNAL STATION

50,000 Watts **WSB-TV** 750 Kilocycles

ATLANTA, GA.

Represented Nationally by Edward Petry & Co., Inc.

# GEORGIA

*Estimated Population 3,128,000—Increase +0.1%—Radio Homes 676,500*
*Total Families 811,700—Stations in State 69*

## WALB

### ALBANY—1940—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By....Herald Publishing Co.
Business-Studio-Transmitter
Address.....Leesburg Road
Phone Number.....1590-389
Air Time.....Unlimited
News Service .....AP
Transcription Service.....World
Representative ....Burn-Smith, Pierce W. Cook
Membership .....NAB
President.....James H. Gray
General-Station-
Commercial Manager.....H. L. Tallman
Sales Promotion Manager-Program-
Production Publicity Director..David K. Fulton
Chief Announcer.....Bill Bowick
Chief Engineer.....Ernest Ruckle

## WGPC

### ALBANY—1933—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Albany Bdcstg. Co.
Business-Studio Address....New Albany Hotel
Phone Number.....1370
Transmitter Location.....Gillionville Road
Air Time.....6:45 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Standard
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....J. W. Woodruff
Executive Manager.....J. W. Woodruff, Jr.
Station-Commercial-Sales Promotion
Manager-Publicity Director.....L. M. George
Program-Production Director....Walter H. Flint
Musical Director.....Gwen Walker
Chief Engineer.....W. C. McClung
Farm Editor.....Bill Fowler

## WDEC

### AMERICUS—1947—MBS-GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..The Americus Bdcstg. Co.
Business-Studio Address...109½ Windsor Ave.
Phone Number.....3681-3682
Transmitter Location.....McGarrah St.
Air Time.....17 hrs.
News Service.....AP
President.....James R. Blair
General-Station-Commercial Manager-
Program Director.....W. E. Johnson
Production Director-Musical Director-
Chief Announcer.....Charlie Smith
Chief Engineer.....Tommy Duke

## WGAU

### ATHENS—1938—CBS-KBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..J. K. Patrick & Company
Business-Studio Address.....Bobbin Mill Road
Phone Number .....1741-2
Transmitter Location.....Bobbin Mill Road
Air Time.....17 hours 10 minutes daily
News Service .....AP
Transcription Service.....Standard, Keystone
Membership ..... BMB
President.....C. A. Rowland
General-Station-Commercial
Manager.....R. Lewis Doster
Sales Promotion Manager.....Robert W. Mock
Program Director.....Mary M. Lester
Publicity Director.....Lew Forrest
Chief Announcer.....Dave Ruark
Chief Engineer.....Bill Evans

## WRFC

### ATHENS—1948

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Athens, Inc.
Business Address.....P. O. Box 1423
Phone Number.....446-7
Studio-Transmitter Location.....Lake Road
Air Time.....Sunrise to Sunset
News Service.....UP
Transcription Service.....Associated
Membership .....NAB, BMB
President-General Manager.....L. H. Christian
Commercial Manager.....Claude Williams, Jr.
Program-Publicity Director..Charles A. McClure
Chief Announcer-Musical
Director.....Rhett Turnipseed
Chief Engineer.....L. D. Drewry

## WAGA

### ATLANTA—1937—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Liberty Bdcstg. Corp.
Business-Studio Address..Western Union Bldg.
Phone Number.....Main 5900
Transmitter Location.....North Druid Hill Rd.
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service.....Lang-Worth
Representative .....Katz
Membership .....NAB, BMB

# Now . . . More Than Ever—

# "THE BEST BUY IN ATLANTA MEANS MORE SALES FOR YOU!"

| 1948 DATA | Atlanta Metropolitan District | Total Within 0.5 MV/M Contour |
|---|---|---|
| **AUDIENCE** | | |
| Population | 498,100 | 659,700 |
| In communities | 498,100 | 570,600 |
| On farms | | 89,100 |
| Families | 137,186 | 178,700 |
| In communities | 137,186 | 156,300 |
| On farms | | 22,400 |
| Radio Homes | 114,500 | 148,950 |
| In communities | 114,500 | 131,350 |
| On farms | | 17,600 |
| **RETAIL SALES, 1947 (Sales by Store Classes)** | | |
| Food Stores | $118,400,000 | $134,000,000 |
| General Merchandise | 123,500,000 | 135,700,000 |
| Apparel Stores | 54,300,000 | 58,300,000 |
| Home Furnishings | 38,800,000 | 42,500,000 |
| Automotive | 53,000,000 | 59,100,000 |
| Filling Stations | 23,500,000 | 28,400,000 |
| Bldg.Mtl-Hardware | 31,400,000 | 37,200,000 |
| Eating-Drinking | 34,700,000 | 37,600,000 |
| Drug Stores | 21,800,000 | 24,200,000 |
| All Other Stores | 82,600,000 | 92,500,000 |
| TOTAL RETAIL SALES | $582,000,000 | $649,500,000 |
| **FARM MARKET** | | |
| Number of Farms | | 18,780 |
| Value of Products | | $33,800,000 |
| Cost of Feed Bought | | $6,330,000 |
| Automotive Vehicles | | 18,200 |

Radio Homes by BMB percentage of families, 1948; all other data by original estimates based on latest government census enumerations, interim reports, samples and derived indices, coordinated to calendar year 1947 by Walter P Burn, Middlebury, Vermont

Densely-built areas, solid black Eng. Survey by Holey & Hillegas

"THE GOOD **WERD** STATION"

**1,000 W.** **860 K.C.**

# Atlanta, Georgia

**Richard A. Granville, General Manager**

***The South's Greatest Distribution Center***

*Owned and Operated by*

**Radio Atlanta, Inc.**

**23 Broad Street, S. W. LAmar 0666**

***National Representatives***

JOSEPH HERSHEY McGILLVRA, INC

NEW YORK CHICAGO ATLANTA LOS ANGELES SAN FRANCISCO

President.....George B. Storer, Sr.
General Manager.....Lee B. Wailes
Station Manager.....James E. Bailey
Commercial Manager.....Claude H. Frazier
Sales Promotion Manager-Publicity Director .....William R. Terry
Program-Production Director-Chief Announcer .....William McCain
Musical Director.....Mrs. Marilyn Ford
Chief Engineer.....Paul B. Cram
Farm Editor.....Dale Clark

# WATL

## ATLANTA—1930

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....J. W. Woodruff
Business Address.....Henry Grady Bldg., 26 Cain St.
Phone Number.....Walnut 4377
Transmitter Location.....Loghaven Dr.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Lang-Wo th, Standard
Membership .....NAB
Pres., Owner, Gen. Mgr.....J. W. Woodruff
Commercial Mgr.....James A. Davenport
Program Director.....A. R. Bruckner, Jr.

# WBGE

## ATLANTA—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....General Bcstg. Co.
Bus.-Studio Address.....George Terrace Hotel
Phone Number.....VErnon 1194
Transmitter Location.....S. Pine St.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, Capitol, Cole
Representative .....Burn-Smith
President .....Mike Benton
General Manager.....Maurice C. Coleman
Traffic Mgr., Asst. Prog. Dir....Ann Hutcheson
Production Manager.....Betty Specht
Chief Engineer.....David J. Holt

# WCON

## ATLANTA—1947—ABC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Atlanta Constitution Publ. Co.
Business-Studio Address.....Constitution Bldg.
Phone Number.....LAmar 4545
Transmitter Location..DeFoors Ferry Road, NE, Atlanta
Air Time.....5:30 a.m.-M.
News Service.....AP, UP
Transcription Service.....World
Representative .....Headley-Reed
Membership ..... BMB

President.....Clark Howell
General Manager..... David Carpenter
Commercial Manager.....Crenshaw Bonner
Prom. Mgr.-Pub. Dir.....Edward Pentecost
Program Director.....Warde Adams
Chief Engineer.....Harvey Aderhold
Farm Editor.....Channing Cope

# WERD

## ATLANTA—1948

Frequency: 860 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Atlanta, Inc.
Business-Studio Address...23 Broad Street, SW
Phone Number.....Lamar 0666-7-8
Transmitter Location.....Fairmont Street, NW.
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, SESAC
Representative.....Joseph Hershey McGillvra
President.....Jesse Draper
General Mgr.....Richard A. Granville
Comm.-Sales Prom. Mgr....Richard S. Kendrick
Program Director.....Herbert J. Harris
Prod.-Pub. Dir.....James Arthur Wood
Musical Director.....Carol Bridges
Chief Engineer.....Bill Kennedy

*(See Page 378)*

For Readability . .

Reliability . .

AP

The world's largest news service available through membership

## WGST

### ATLANTA—1923—MBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By....Board of Regents, University System of Ga., behalf Ga. Institute of Technology
Business-Studio Address.....Forsyth Bldg., Post Office Box 674
Phone Number.....Walnut 8441
Transmitter Location.....Cheshire Bridge Rd.
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....NBC, Lang-Worth
Representative.....George P. Hollingbery
Membership ..... NAB BMB
Chairman.....F. M. Spratlin
General-Station-Commercial Manager.....John Fulton
Sales Promotion Manager.....Paul Sanford
Program Director.....Jack Kelly
Production Director.....Don Naylor
Publicity Director.....Paul Sanford
Musical Director.....Jack Almand
Chief Engineer.....Ben Akerman

## WQXI

### ATLANTA—1948

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....R. W. Rounsaville
Business-Studio Address.....Peachtree at Mathieson
Phone Number.....CHerokee 2196
Transmitter Location.....Cheshire Bridge Rd.
Air Time .....Daytime
News Service.....UP
Transcription Service.....World, Capitol
President-Owner, General, Station Manager.....R. W. Rounsaville
Commercial Manager.....Howard Brooks
Program Director.....Bill Lowery
Production Director.....Zenas Sears
Chief Engineer.....Wm. F. Lange

## WSB

### ATLANTA—1922—NBC

Frequency: 750 Kc.....Power: 50000 Watts
Owned-Operated By..Atlanta Journal Company
Business-Studio Address.....Biltmore Hotel
Phone Number.....HEmlock 1045

For a good time in Atlanta

SEE THE HOLLINGBERY REPRESENTATIVE

WGST

MUTUAL

Transmitter Location.....Tucker
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service....Associated, Standard
Representative .....Edward Petry
Membership .....NAB, BMB
Managing Director.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Commercial Manager.....Frank Gaither
Sales Promotion Manager....Vincent C. Piano
Program Director.....Marcus Bartlett
Publicity Director.....Wayne L. Anderson
Chief Engineer.....C. F. Daugherty

*(See Page 376)*

# WBBQ

## AUGUSTA—1946
## MBS-GA. ECO. GRP.-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Savannah Valley Bdcstg. Co.
Business-Studio-Transmitter Location.....515 Jefferson Davis Avenue
Phone Number.....4-5441
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service.....Standard, Keystone

Other Rounsaville Stations

- WBAC Cleveland, Tennessee
- WBEJ Elizabethton-Johnson City, Tennessee
- WGRV Greeneville, Tennessee
- WKSR Pulaski, Tennessee

*Class programs of popular and classical music, news, sports and special events.*

**In the Heart of a Class Market**

**1000 Watts 790 KC.**


Representative ..... Walker
President-General, Station Manager.....George G. Weiss
Commercial Manager, Production Director.....John W. Watkins
Sales Promotion Manager, Publicity Director.....Fred Runde
Program Director.....George M. Scott
Chief Announcer, Musical Director.....Bob Nelson
Chief Engineer.....George G. Weiss
Farm Editor.....Jack Lenz

# WGAC

## AUGUSTA—1940—ABC

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....The Twin States Bcstg. Co.
Business-Studio Address.....WGAC Bldg.
Phone Number.....2-2692
Transmitter Location.....Martinez
Air Time.....5:15 a.m.-12:05 a.m.
News Service.....UP
Transcription Service.....NBC
Representative .....Avery-Knodel
Membership .....NAB, BMB
V.P., Gen.-Station Mgr.....J. B. Fuqua
Commercial Manager.....Donald M. Kelly, Jr.
Program Director.....Warren Hites
Production Director.....John Vance
Publicity Director.....Edward Tibbets
Chief Engineer.....John P. Jopling
Farm Editor.....J. W. Chambers

# WRDW

## AUGUSTA—1930—CBS

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By. Augusta Broadcasting Co.
Business-Studio Address....8th & Broad Streets
Phone Number.....2-8805, 2-8806, 2-8807
Transmitter Location.....Berckmans Rd.
Air Time.....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....William K. Jenkins
General, Station, Sales Promotion Manager, Publicity Director.....W. R. Ringson
Commercial Manager .....William B. Smart
Program Director.....Charles H. Pointel
Production Director.....Raymond Culpepper
Chief Announcer.....Pat Mulherin
Musical Director.....Charles H. Pointel
Chief Engineer.....Rabun F. Bobo
Farm Editor.....Gerald A. Chelton

# WTNT

## AUGUSTA—1947—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Georgia-Carolina Bcstg. Co.

Bus.-Studio Address..15 Eighth St., Cotton Row
Phone Number.....4-2421
Transmitter Location.....Cedar St. Extended
Air Time.....6:00 a.m.-M.
News Service.....UP
Transcription Service.....Associated
Representative .....Taylor-Boroff
Membership ..... BMB
President.....Walter J. Brown
V. Pres., General, Station
Manager.....Edgar W. Teasley
Program-Production Dir.....Charles Snowden
Publicity Director.....Vivian Milliken
Chief Announcer.....John Radeck
Chief Engineer.....C. M. Callicott

# WMGR

## BAINBRIDGE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owsed-Operated By.....S. Marvin Griffith
Address.....P. O. Box 348
Phone Number .....776
News Service .....AP
Transcription Service .....SESAC
President.....S. Marvin Griffith
General Manager.....Ben H. Dekle
Program Dir.....Barbara Ann Johnson
Chief Engineer.....Woodrow F. Dunlap

# WMOG

## BRUNSWICK—1940—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Coastal Bcstg. Co., Inc.
Business-Studio-Transmitter
Location.....St. Simons Island Causeway
Phone Number.....1500
Air Time.....7:00 a.m.-M.
News Service.....UP
Transcription Service....Lang-Worth, Keystone
Membership ..... BMB
President.....Alma W. King
General-Station-Commercial
Manager.....Kenneth E. White

# WLBB

## CARROLLTON—1947—KBS

Frequency: 1100 Kc.....Power: 250 Watts
Owned By.....Carroll Bdcstg. Co., Inc.
Operated By.....Radio Station WLBB
Business-Studio Address...Peoples Bank Bldg.
Phone Number.....980-981
Transmitter Location.....Cedar St.
Air Time .....Daytime
News Service.....UP
Transcription Service.....Capitol, SESAC,
Keystone
Membership ..... NAB
President-Gen. Mgr.....James M. Matthews
Commercial Manager.....Chessley F. Hooper
Program Director.....James C. Dunaway
Chief Announcer.....Dale C. Smith
Musical Director.....James C. Dunaway
Chief Engineer.....Chessley F. Hooper
Farm Editor.....James M. Matthews

# WBHF

## CARTERSVILLE—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. R. Frier
Business-Studio-Transmitter
Address.....P. O. Box 71, Dallas Road
Phone Number.....686
Air Time.....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, Keystone
Membership ..... NAB
President.....W. R. Frier
Gen.-Sta.-Sales Prom. Mgr.,
Pub. Dir. .....James O. Hardin, Jr.
Program-Production Director,
Chief Announcer.....John C. Hamrick
Chief Engineer.....Robert G. Slaughter
Farm Editor.....James O. Hardin, Jr.

# WGAA

## CEDARTOWN—1941
## ABC-KBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....NW. Ga. Bdcstg. Co.
Business-Studio Address....West Theatre Bldg.
Phone Number.....Cedartown 777,570
Transmitter Location.....Rome Highway
Air Time.....6:00 a.m.-M.
News Service.....AP
Transcription Service.....World, KBS
Membership.....NAB, BMB
President.....O. C. Lam
General-Station-Commercial
Manager.....William B. Estes
Program Director.....Rowena Whitfield
Production Director.....Ed Reilly
Publicity Director.....Frank Burgess
Musical Director.....Ira Turpin
Chief Engineer.....G. C. Hunt
Farm Editor.....C. P. Ernest

# WDAK

## COLUMBUS—1943—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Radio Columbus, Inc.
Business-Studio Address.....1320 Broadway
Phone Number.....5447
Transmitter Location.....Brickyard Road
Air Time.....5 a.m.-1:05 a.m.
News Service.....AP
Transcription Service.....World
Station Representative.....Headley-Reed
Membership.....NAB, BMB
President-General Manager..Allen M. Woodall
Station Manager.....Miles H. Ferguson

Commercial Manager.....William Massie
Program-Production Director.....John Nolan
Publicity Director.....Tommy Tucker
Chief Announcer.....Joe Byars
Musical Director.....Frances Gladdin
Chief Engineer.....Randy Jones
Farm Editor.....Betty Vann

# WGBA

## COLUMBUS—1947

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By....Ga.-Ala. Bdcstg. Corp.
Business-Studio Address....1213½ Broadway
Phone Number.....3-3603
Transmitter Location.....Crawford Rd., Phenix City, Ala.
Air Time.....6 a.m. to local sunset
News Service.....AP
Transcription Service.....Associated, Capitol
Representative.....Branham
Membership.....NAB, BMB
President.....A. H. Chapman, Sr.
General-Commercial-Program Director.....Walter M. Windsor
Sales Promotion Manager.....James R. Cook
Continuity Director.....Jack H. Dell
Publicity Director.....Judith Bell
Chief Engineer.....John H. Wiseley

# WRBL

## COLUMBUS—1928
## CBS-GA. B. S.-GA. SPORTS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Columbus Bdcstg. Co.
Business-Studio Address.....1420 2nd Avenue
Phone Number.....2-0601
Transmitter Location.....Phenix City, Ala.
Air Time.....5 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service.....Standard
Representative.....George P. Hollingbery
Membership.....NAB, BMB, FMA
Principal Owner, Executive & Commercial Manager.....J. W. Woodruff
Local Sales Manager.....B. Ed Johnson
Sales Promotion Manager, Publicity Director.....Ed J. Hennessy
Program-Production Director....George Gingell
Musical Director.....George D. Davis, Jr.
Chief Engineer.....Joe A. Gamble
Farm Editor.....Douglas Gary

# WSAC

## COLUMBUS—1948—MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By....Chattahoochee Bcstg. Co.
Business-Studio Address.....1028½ Broadway
Phone Number.....2-4427
Transmitter Location.....Morris Road
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....Walker
Membership.....BMB
President.....William K. Jenkins
General-Station Manager.....Edwin Mullinax
Commercial Manager.....Frances Smith
Program Director.....James R. O'Donnell
Chief Engineer.....Hudie Brown

# WMJM

## CORDELE—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Oper. By..Southeastern Bcstg. System
Business-Studio Address....20th Ave. & B St.
Phone Number.....666
News Service.....UP
Transcription Service.....World
President, General Mgr.....James S. Rivers
Commercial Mgr.....William E. Blizzard, Jr.
Prog. Dir., Prom. Mgr.....Willard Belote
Chief Engineer.....Reo Chairland

# WMOC

## COVINGTON—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....The Covington News, Inc.
Business-Studio Address.....Monticello Street
Phone Number.....2275
Transmitter Location.....Monticello Street
Air Time.....6 a.m.-11 p.m.
News Service.....UP
Transcription Service.....World, Keystone
President.....Belmont Dennis
General-Station-Commercial Manager.....W. Thomas Hay
Sales Promotion Manager, Publicity Director.....S. G. Turner
Program Director.....W. I. Allgood
Chief Announcer, Musical Director.....Richard Roche
Chief Engineer.....Robert L. White, Jr.
Farm Editor.....Leo Mallard

# WBLJ

## DALTON—1940
## MBS-KBS-GA. SPORTS-GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dalton Bdcstg. Corp.
Business-Studio Address....111 South Pentz St.
Phone Number.....1180-1
Transmitter Location.....River Bend Rd.
Air Time.....18 hours
News Service.....UP
Transcription Service.....Capitol, SESAC, Keystone

Representative .....Continental Radio Sales
Membership ..... NAB, BMB
President.....H. C. Kenemer
General-Station-Commercial
Manager.....William Armond
Sales Promotion Manager.....Chester Wilson
Program-Production-Publicity
Director.....Dave Achor
Chief Announcer.....Bill Davis
Musical Director.....Armin Geertz
Chief Engineer.....John S. Andrews
Farm Editor.....Joe McGinley

# WDWD

## DAWSON—1948—GA. SPORTS

Frequency: 990 Kc.....Power: 1000 Watts D.
Owned-Operated By.....Dawson Bdcstg. Co.
Business-Studio Address.....Parrott Road
Phone Number.....416-417
Air Time.....Daytime
News Service .....UP
Transcription Service.....Lang-Worth
President.....Ed Stevens
General-Station-Commercial
Manager.....W. C. Woodall, Jr.
Program Director.....Olyn L. Gee
Production Director.....Joe Stephens
Publicity Director.....Betty Henson
Chief Announcer.....Royce Jones
Chief Engineer.....Jim Honey

# WEAS

## DECATUR—1947

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Eurith Dickinson Rivers, Jr.
Bus.-Studio Address....217 W. Ponce de Leon
Ave.
Phone Number.....Dearborn 2521
News Service .....AP
Transcription Service .....World
Owner.....E. D. Rivers, Jr.
Station Director.....Raymond D. McCay
Commercial Mgr.....Edward Wing
Production Director.....Warren Roberts
Promotion Manager.....Ben Gunn
Chief Engineer.....William H. Heller

# WGLS

## DECATUR—1949—GALS

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....DeKalb Bcstg. Co.
Business-Studio Address.....Phelps Bldg.
Phone Number.....Crescent 7066
News Service .....UP
Transcription Service .....Standard
President .....Frank Thomas
General Manager.....Tom Carr
Chief Engineer.....Cliff Hansom

# WDMG

## DOUGLAS—1947

Frequency: 860 Kc.....Power 1000 Watts D.
Owned-Operated By.....WDMG, Inc.
Business-Studio Address..118 S. Madison Ave.
Phone Number.....564
Air Time .....Sunrise-sunset
News Service.....UP
Transcription Service.....World, SESAC
Membership ..... NAB
President.....Downing Musgrove
General Manager.....B. F. J. Timm
Commercial Manager.....Al Evans
Program Director.....Terry Kielty
Chief Announcer.....Sam Middleton
Chief Engineer.....Al Woodson

# WMLT

## DUBLIN—1945—MBS-GALS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Dublin Bdcstg. Co.
Business Address.....Dublin
Phone Number.....871-2
Studio-Transmitter Location.....Franklin St.
Air Time.....6:30 a.m.-11:05 p.m.
News Service.....AP
Transcription Service.....Thesaurus, Keystone
Representative.....Continental Radio Sales
Membership ..... BMB
President.....George T. Morris
Station Manager.....W. Newton Morris
Commercial Manager.....Dennis N. Brown
Chief Engineer.....Charlie R. Lord
Farm Editor.....George Gaines

# WSGC

## ELBERTON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Elberton Bcstg. Co.
Address .....Elberton
News Service .....AP
Representative .....Continental Radio Sales
Manager.....Melvin C. Gorman

# WBHB

## FITZGERALD—1946—MBS-GALS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ben Hill Bdcstg. Corp.
Business-Studio-Transmitter
Address.....600 Roanoke Dr.
Phone Number.....740, 745
Air Time.....6:15 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Lang-Worth
President.....Arthur Carpenter, Jr.
General-Station-Commercial-Sales Promotion
Manager, Program-Production
Director.....Herbert Wolin Scott

Chief Announcer-Musical Director Jack Owens
Chief Engineer-Farm Editor...Thomas Hanssen

# WDUN

## GAINESVILLE—1947—GALS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Northeast Ga. Bdcstg. Co.
Business Address.....P. O. Box 115
Phone Number.....2341
Studio Address.....213½ S. Main St.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Capitol, Thesaurus
Representative.....Thomas F. Clarke
Membership ..... NAB
President.....Paul C. Plaginos
General Manager.....John W. Jacobs, Jr.
Commercial Manager.....Dave Rankin

# WGGA

## GAINESVILLE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Blue Ridge Bdcstg. Co.
Business Address.....Box 654
Phone Number.....1600
Studio-Transmitter Location....2400 Athens Rd.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service....Lang-Worth, Keystone
Membership.....NAB, BMB
President.....Charles A. Smithgall
Commercial Manager.....E. F. MacLeod
Program Director.....Robert Schwab
Publicity Director-Musical Director.....James A. Hartley
Chief Engineer.....F. Keith Brown

# WKEU

## GRIFFIN—1934—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WKEU, Inc.
Address.....P. O. Box 155
Phone Number .....5507
Air Time .....Unlimited
News Service .....UP
President, General Mgr.....A. W. Marshall, Jr.
Commercial Mgr.....C. I. Crawley
Prog. Dir., Prom. Mgr.....J. J. Smolka
Chief Engineer.....G. H. Whitley, Jr.

# WKLY

## HARTWELL—1947

Frequency: 980 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louie L. Morris
Business Address.....Hartwell
Phone Number .....71
Studio-Transmitter Location..Bowersville Hwy.
Air Time.....Local sunrise-sunset
News Service.....UP
Transcription Service .....Capitol
Membership ..... BMB
President.....Louie L. Morris
Exec. Vice Pres., Station Manager.....Max G. Pfaender
Commercial Manager.....Joe Morris
Sales Promotion Manager, Program-Production-Publicity Director-Farm Editor....Joe Wilder
Chief Announcer.....Tom Whittaker
Chief Engineer.....Ernest Church

# WLAG

## LA GRANGE—1941—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....LaGrange Bdcstg. Co.
Business-Studio Address....305-307 Broome St.
Phone Number.....3505
Transmitter Location.....LaGrange
Air Time.....6 am.-M.
News Service.....UP
Transcription Service.....Standard, Keystone
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....Roy C. Swank
General-Station-Commercial Manager.....Edwin Mullinax
Sales Promotion Manager.....Janet Angel
Program Director.....John Boggess
Production Director.....Herbert Wells
Publicity Director.....Fazelle Scarborough
Musical Director.....William Hyde, Jr.
Chief Engineer.....James McKay
Farm Editor.....Joe Hawkins

# WBML

## MACON—1940—ABC-GA. SPORTS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Middle Georgia Bdcstg. Co.
Business-Studio Address..First National Bank Bldg.
Phone Number .....2728
Transmitter Location.....8th & Cherry St.
Air Time.....6 a.m.-12:30 a.m.
News Service.....AP
Transcription Service.....World
Membership.....NAB, BMB, FMA
President.....E. D. Black
General Manager.....Charles W. Pittman
Commercial Manager.....Walter Graham
Sales Production Manager, Production Director.....Harold Beaty
Program Director-Musical Director.....Mary Hester Richardson
Publicity Director.....Lewis Smith
Chief Announcer.....Tommy Snellgrove
Chief Engineer.....H. S. Goodrich

# WIBB

## MACON—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Peach State Bcstg. Co., Inc.
Business-Studio Address....Professional Bldg.
Phone Number.....Ivy 2716
Transmitter Location....Pio Nono at Millirons Rds.
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service .....Thesaurus
Owners & Managing Dirs.....M. O. Thornburg, Jr., Thomas H. Maxwell
Commercial Manager.....George W. Patton
Sales Promotion Manager.....Bob Saggese
Program Director.....Marion Bragg
Prod. Dir., Chief Announcer....Richard Ashby
Publicity-Musical Dir.....Betty Crowell
Chief Engineer.....Tom Maxwell
Farm Editor.....Charles Arthur

# WMAZ

## MACON—1922—CBS

Frequency: 940 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Business-Studio Address....Bankers Insurance Bldg.
Phone Number .....3131
Transmitter Location.....Forsyth Rd.
Air Time.....5:30 a.m.-12:30 a.m.
News Service.....INS, UP
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....NAB, BMB
Pres., Chief Engineer.....George P. Rankin
General Manager.....Wilton E. Cobb
Commercial Manager.....Frank Crowther
Production Director.....Frank Hubbs
Farm Editor.....D. F. Bruce

# WNEX

## MACON—1945—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Macon Bcstg. Co.
Business-Studio Address.....Bibb Bldg.
Phone Number .....8211
Transmitter Location.....Rogers Ave.
Air Time.....5:55 a.m.-12:35 a.m.
News Service .....AP
Transcription Service .....Capitol
Representative .....Forjoe
Membership .....NAB
President .....Ed Lowe
General-Station Manager.....Alfred Lowe
Commercial Manager.....James Weathers
Program Director.....Peggy Taylor
Musical Director.....Beverly McKenzie
Chief Engineer.....Ambrose Kibler
Farm Editor.....Rayford Faircloth

# WFOM

## MARIETTA—1946—GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Fred B. Wilson, Channing Cope
Business Address.....P. O. Box 131
Phone Number.....1746, 1414
Studio-Transmitter Location.....So. Cobb Dr.
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcripiton Service .....World
Partners.....Fred B. Wilson, Channing Cope
Gen.-Sta.-Comm. Mgr.....Albert L. Jones
Sales Promotion Manager,
Program Director.....James Collins
Chief Announcer.....Red Sparks
Chief Engineer.....Lynee Brannen
Farm Editor.....C. Cope

# WMVG

## MILLEDGEVILLE—1946
## MBS-GALS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Jere N. Moore
Business-Studio Address.....Georgia Military College
Phone Number .....250
Transmitter Location.....Fishing Creek, So. Wayne St.
Air Time.....7 a.m.-11:15 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative .....Homer Griffith
Membership .....NAB
Owner.....Jere N. Moore
Gen.-Sta.-Comm.-Sales Promotion Manager.....Michael T. Landy
Prog.-Prod. Dir.....Josephine Ragsdale
Publicity-Musical Dir.....Carl Woolf
Chief Announcer.....Wiliam G. Bloodworth
Chief Engineer.....Robbie O. Hattaway

# WMGA

## MOULTRIE—1939—GALS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Pidcock
Business-Studio-Transmitter Address..Moultrie
Phone Number .....999
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Thesaurus, Keystone
Representative .....Thomas F. Clarke
General Manager.....John F. Pidcock
Station Mgr., Program Dir.....Roy F. Zess
Commercial Manager.....Wandell Murphy
Chief Announcer.....Spence Raulerson
Chief Engineer.....Lamar Beaty

# WCOH

## NEWNAN—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Newnan Bcstg. Co.
Business Address.....11 Court Sq.
Phone Number .....1400-1
Studio Address.....Court St.
Transmitter Location.....Line St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Manager .....James Thomasson
Program Director.....Dr. R. S. C. Young
Publicity Director.....Betty Bonner
Musical Director.....Imogene Jones
Chief Engineer.....Walter O. Welch
Farm Editor.....R. W. Brown

# WKMA

## QUITMAN—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio South
Business-Studio Address.....Walker Bldg.
Phone Number .....4811
Transmitter Location..N. of New City Cemetery
Air Time.....6:45 a.m.-10 p.m.
News Service .....UP
Gen.-Sta.-Comm.-Sales Promotion
Manager.....John R. Barlett
Program-Publicity Dir.....Elizabeth Barlett
Chief Announcer.....Vince Randolf
Chief Engineer.....Milo Lester

# WLAQ

## ROME—1947

Frequency: 670 Kc.....Power: 1,000 Watts
Owned-Operated By.....News Publishing Co.
Business-Studio Address.....209 Broad St.
Phone Number .....7767-8
Transmitter Location.....Old Summerville Rd.
Air Time .....Daytime
News Service.....AP, INS, UP
Transcription Service .....Capitol
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President.....B. H. Mooney, Sr.
General Manager.....Robert C. Leach
Commercial Manager.....Martha Daniel
Sales Promotion Manager..George W. Rice, Jr.
Program Director.....Ruby Erwin
Production Director.....William B. Davies
Publicity Director.....Gibson Ivey
Musical Director.....Mrs. Clyde Baker
Chief Engineer.....Daniel B. Scott

# WRGA

## ROME—1929
## MBS-KBS-GA. SPORTS NET

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Rome Bcstg. Corp.
Bus.-Studio Address..National City Bank Bldg.
Phone Number .....6589
Transmitter Location.....O.f Summerville Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, Keystone
Representative .....Walker
Membership .....NAB, BMB
President.....John W. Quarles
General Manager.....Happy Quarles
Station Manager.....Mather Payne
Commercial Manager.....Pinkie Talley
Sales Prom. Mgr., Pub. Dir.....Don Murdock
Program Director.....Jim Roberts
Production Director.....Al Kirby
Musical Director.....Dale Stone
Chief Engineer.....R. L. Starr
Farm Editor.....Cap Hicks

# WROM

## ROME—1946

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coosa Valley Radio Co.
Business-Studio Address.....121 Broad St.
Phone Number .....9075-6
Transmitter Location.....Cooper Dr.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Representative .....Everett-McKinney,
Homer Griffith
Membership .....NAB
Pres., Gen. Mgr.....Dean Covington
Commercial Manager.....M. T. Kinman
Program Dir., Chief Announcer....Charlie Doss
Musical Director.....Bill Scott
Chief Engineer.....Ken Lowry
Farm Editor.....Blair Jesse

# WCCP

## SAVANNAH—1946
## MBS-GA. SPORTS NET.

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated by.....Dixie Bcstg. Co.
Business-Studio Address.....P. O. Box 943,
140 Bull St.
Phone Number .....2-4182
Transmitter Location.....West Gwinnett St.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Walker
Membership .....NAB
Pres., Owner, Gen. Mgr.....Carter C. Peterson
Station-Commercial Mgr.....Weldon Herrin
Sales Promotion Manager....Charles J. Lipton
Program Director.....Charles Beresford
Publicity Director.....Al Jennings
Chief Engineer.....William E. Moats

# WDAR

## SAVANNAH—1946—ABC-GAB

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WDAR, Inc.
Business-Studio Address.....34 E. Bryan St.
Phone Number .....3-8807-8
Transmitter Location.....E. Perry Lane
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Adam J. Young, Jr.
Membership .....NAB
President .....A. C. Neff
General-Station Manager.....L. H. Thesmar
Commercial Manager.....Robert Finch
Sales Promotion Manager.....Robert Noble
Program Director.....Robert Mann
Production Director.....Milton Bellah
Publicity Director.....Mary Brennan
Chief Announcer.....Sam Dillard
Musical Director.....James Treston
Chief Engineer.....Howard Jewett
Farm Editor.....Alberta Beckwith

# WFRP

## SAVANNAH—1946—GALS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Georgia Bcstg. Co.
Business-Studio Address....219 E. Charlton St.
Phone Number .....39642
Transmitter Location.....E. Perry Lane
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Associated, Cole
President.....F. R. Pidcock
Actg. Gen. Mgr., Prog. Dir.....John F. Pidcock
Commercial Manager.....John Williams
Sales Promotion Manager....Chris Brannegan
Chief Announcer.....Clayton Van Calligan
Chief Engineer.....James M. Wilder

# WSAV

## SAVANNAH—1939
## NBC-ATLANTIC SPORTS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....WSAV, Inc.
Bus.-Studio Address...Liberty Natl. Bank Bldg.
Phone Number .....3-0234
Transmitter Location..Oatland Island, 4.2 Mi. E. of Savannah
Air Time.....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Harben Daniel
Comm.-Sales Prom. Mgr.....George P. Cooper
Prog. Dir., Prod. Mgr.....Owens Alexander
Publicity Director.....Carson Demmond
Musical Director.....Melvin Peacock
Chief Engineer.....M. E. Thompson
Farm Editor.....Melvin Peacock

# WTOC

## SAVANNAH—1929—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....Savannah Bcstg. Co.
Business-Studio Addres.....516 Abercorn St., P. O. Box 858
Phone Number .....2-0127
Transmitter Location.....Anderson Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative .....Katz
Membership.....NAB, BMB, FMA
Pres., General Mgr.....William T. Knight, Jr.
Commercial Manager.....Ben Williams
Prog.-Musical Director.....Dwight J. Bruce
Chief Engineer.....R. Reeve Owen

# WWNS

## STATESBORO—1946
## MBS-GALS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Alfred Dorman
Business Address.....Box 146
Phone Number .....502
Studio-Transmitter Location.....E. Olliff St.
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Standard, Keystone
Owner .....Alfred Dorman
General-Station Manager.....Paul R. Sauve
Program Director.....Worth McDougald
Chief Engineer.....Clinton J. Lewis

# WSFT

## THOMASTON—1947—MBS

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By....Thomaston Bcstg. Co., Inc.
Business-Studio Address.....101 N. Church St.
Phone Number .....1300
Transmitter Location.....Hightower Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
President.....R. E. Hightower
General-Station Manager.....S. J. Carswell
Commercial Manager.....C. T. Thames
Program Director.....Bill Heule

# WKTG

## THOMASVILLE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Southern Bcstg. System, Inc.

Business-Studio Address.....Bank of Thomas County Bldg.
Phone Number .....1501
Transmitter Location.....Pavo Hway.
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative.....Thomas F. Clark
Membership .....NAB
President, Gen. Mgr.....W. F. Scott, Jr.
Comm.-Sales Prom. Mgr., Publicity Director .....Pratt Secrest
Program Director.....William B. Hill
Chief Announcer.....Bill Hill
Chief Engineer.....K. T. Malory

# WPAX

## THOMASVILLE—1934

Frequency: 1240 Kc.....Power: 250 Watts d.
Owned-Operated By.....H. Wimpy
Business-Studio Addres...117 Remington Ave.
Phone Number .....909
Transmitter Location.....117 Remington Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Thesaurus, Capitol
Membership .....NAB, BMB
Owner, General-Station Mgr.....H. Wimpy
Commercial Manager.....Al Feinberg
Program Director.....Bob Oakman
Chief Announcer.....Glenn Hicks
Chief Engineer.....James Poole

# WTWA

## THOMSON—1947
## MBS-GA.-CAROLINA NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Hickory Hill Bcstg. Co.
Business-Studio-Transmitter Address .....215 Lumpkin St.
Phone Number .....777
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB
President .....Walter Brown
General Manager.....Harold Teasley
Program Director.....Claude Sullivan
Chief Announcer.....John Morris
Chief Engineer.....Bill Bates

# WWGS

## TIFTON—1946—MBS-GALS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Tifton Bcstg. Corp.
Business-Studio-Transmitter Address.....800 S. Main St.
Phone Number .....921
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
President.....Walter A. Graham
Gen.-Sales Promotion Mgr...James E. Graham
Station-Commercial Mgr.....William Shepherd
Program-Musical Dir.....Paul Wynn
Production Director.....Bert Stevens
Publicity Director.....R. H. Pittman
Chief Engineer.....Wendell C. Roberts

# WLET

## TOCCOA—1941—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....R. G. Letourneau
Bus.-Studio-Transmitter Address....423 Prather Bridge Rd.
Phone Number .....544
Air Time .....Unlimited
News Service .....UP
Transcription Service....Associated, Keystone

Howard E. Pill, President, Radio Station WSFA, Montgomery, Ala.: "I came into radio business from newspaper business — and THE ASSOCIATED PRESS has been regarded as tops by me ever since my first job as a cub reporter more than 25 years ago."

Representative.....Thomas F. Clark
Membership .....NAB
Owner .....R. G. Letourneau
General-Station Manager.....Virgle E. Craig
Commercial Manager.....Sam A. Gaines
Sales Prom. Mgr., Pub. Dir.....Charles Gaines
Prog.-Prod.-Musical Dir.....Carroll S. Lee
Chief Engineer.....J. Carl Meeks

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# WGOV

## VALDOSTA—1940—MBS

Frequency: 950 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....E. D. Rivers
Business-Studio Address..Hotel Daniel Ashley
Phone Number .....1420
Transmitter Location .....Kinderlou
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....John E. Pearson
Owner, General Manager.....E. D. Rivers
Business Manager.....Mary Gorman
Prog.-Prod. Director.....John V. Evans
Chief Engineer.....Ralph Dennis

5000 WATTS
of selling power
at
950 on the dial
with
MUTUAL
plus
good local programs
W G O V
Valdosta, Georgia
Represented
by
John E. Pearson Co.

# WRQN

## VIDALIA—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vidalia Bcstg. Co.
Address .....Vidalia
Phone Number .....327
Transmitter Location.....U.S. Route 280, ¾ Mi. W. Vidalia
Air Time.....6:30 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NAB
President.....M. F. Brice
Program Director.....Bill Harbeson
General Manager.....H. C. Gilreath, Jr.
Commercial Manager.....Bob Moran
Sales Manager.....Fred Browning
Program Director.....Jo Anne Dickerson

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# WAYX

## WAYCROSS—1936—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jack Williams
Business-Studio Address...1600 Carswell Ave.
Phone Number .....965
News Service .....UP
Transcription Service.....World, Cole, KBS
Representative .....Hal Holman
Owner .....Jack Williams
Mgr., Comm. Mgr.....John J. Tobola
Program Dir.....Gwen Thomas
Promotion Mgr.....Raymond Williamson
Chief Engineer.....John Legare

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# WRLD

## WEST POINT—1940—ABC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....L. J. Duncan, Lelia Duncan, Josephine Rolls
Operated By.....L. J. Duncan
Business-Studio Address.....West Point
Phone Number .....437
Transmitter Location.....Lanett, Ala.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, Keystone
President, General Manager.....L. J. Duncan
Station-Sales Prom. Mgr.....Capers Litsey
Commercial Manager.....Dorothy Forrester
Program Director.....Aileen Love
Chief Engineer.....R. R. Magill

# IDAHO

*Estimated Population 530,000—Increase +1.0%—Radio Homes 126,400*
*Total Families 129,900—Stations in State 20*

## KDSH

### BOISE—1947—CBS

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Operated By..Boise Valley Bcstrs., Inc.
Business-Studio Address.....311 N. 10th St.
Phone Number .....6820
Transmitter Location..Meridian, 8 Mi. S.W. of Boise
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....NAB, BMB
President .....Saul Haas
General Manager.....Westerman Whillock
Associate Manager.....Earl Glade, Jr.
Musical Director.....George Ganz
Chief Engineer.....James A. Johntz, Jr.
Farm Editor.....Bill Graham

## KGEM

### BOISE—1946
### ABC-ROCKY MOUNTAIN NET

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Idaho Bcstg. & Telev. Co.
Business-Studio Address.....1107 Main St.
Phone Number .....533-4
Transmitter Location.....4th & Roosevelt
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Representative.....George P. Hollingbery
Membership .....NAB
President.....Frank C. Carman
General-Station Manager.....Ray Fadel
Commercial Manager.....Cecil Seavey
Sales Promotion Mgr.....Harry Waterstone
Program Director.....Bill Moon
Production Director.....Sheldon Bren
Publicity Director.....Harry Waterstone
Musical Director.....Don Bish
Chief Engineer.....Richard Egelston
Farm Editor.....Ray Mitchell

## KIDO

### BOISE—1928
### NBC-UTAH-IDAHO NET

Frequency: 1380 Kc.....Power: 2500 Watts d.; 1000 Watts n.
Owned-Operated By.....KIDO, Inc.
Business-Studio Address.....Hotel Boise
Phone Number .....660
Transmitter Location.....W. of City
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Standard, World
Representative .....John Blair
Membership .....NAB, BMB
President.....Georgia M. Davidson
V.P., Gen.-Station Mgr.....Walter E. Wagstaff
Commercial Manager.....Hugh S. Coppock
Sales Prom. Mgr., Pub. Dir.....Peter Brooks
Program Director.....James B. McKibben
Music Librarian.....Joe Maggio
Chief Engineer.....Harold W. Toedemeier
Farm Editor.....Rulon Bradley

## KBIO

### BURLEY—1946
### ABC-KBS-ROCKY MT. NET

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Operated By.....Jessica L. Longston
Business-Studio Address.....Box 461
Phone Number .....10
Transmitter Location.....1½ Mi. W. of Burley
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Standard, Keystone
Representative.....W. S. Grant Co.
Membership .....NAB
President.....Jessica L. Longston
General-Station Mgr.....James L. Hamstreet
Comm. Mgr., Farm Editor.....Rudy Rankin
Sales Promotion Mgr.....Franklin K. Clark
Program Director.....Jean MacLean
Publicity Director.....Elizabeth Hassell
Chief Engineer.....Donald Pinney

## KTFI

### TWIN FALLS—1928
### NBC-UTAH-IDAHO

Frequency: 1270 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Radio Bcstg. Corp.
Business-Studio Address....241 Main Ave. W.
Phone Number .....2400
Transmitter Location.....Curry
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Standard, Lang-Worth
Representative .....Weed
Membership .....NAB, BMB
President.....O. P. Soule
Gen.-Station-Comm. Manager...F. M. Gardner
Sales Promotion Mgr., Program-Publicity Director .....Lenore Parker
Production Director.....Carolyn Morris
Chief Announcer.....Ernest Moffett
Musical Director.....John Edington
Chief Engineer.....George Malone
Farm Editor.....Jack Farrar

# KCID

## CALDWELL—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Caldwell Bcstg. Co.
Business Address.....Canyon Hill Pk.
Phone Number .....1540
News Service .....UP
Transcription Service .....World
President.....J. T. La Fond
V.P., Gen.-Comm. Mgr.....H. R. McCosh
Program Director.....Jack J. Link
Chief Engineer.....Jerry Burgess

# KVNI

## COEUR D'ALENE—1946
## MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....The Coeur d'Alene Bcstg. Co.
Business-Studio Address.....Blackwell Island
Phone Number .....1250
Transmitter Location.....Blackwell Island
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB
President.....Burl C. Hagadone
Sta.-Comm.-Sales Prom. Mgr.....C. E. Rodell
Prog. Dir., Prod. Mgr., Pub. Dir.....Bernard V. Merriman
Musical Dir., Farm Editor.....Burl Bowman
Chief Engineer.....Howard Oleson

# KID

## IDAHO FALLS—1927
## MBS-KBS-INTERMOUNTAIN NET

Frequency: 1350 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Idaho Radio Corp.
Business-Studio Address.....Hotel Bonneville
Phone Number .....4
Transmitter Location.....Ammon Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, MacGregor, Keystone
Representative .....Avery-Knodel
Membership .....NAB
President.....Joseph E. Williams
General-Station Manager.....C. N. Layne
Commercial Manager.....Leonard Wasden
Sales Promotion Mgr.....James H. Lawrence
Program Director.....Eugene A. Ackerley
Chief Announcer.....Roy Southwick
Chief Engineer.....C. N. Layne

# KIFI

## IDAHO FALLS—1945
## ABC-ROCKY MT.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Idaho Bcstg. & Television Co.
Business-Studio Address.....339 Broadway
Phone Number .....1054
Transmitter Location....N. Yellowstone Hway.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....George P. Hollingbery
Pres., Gen.-Sales Prom. Mgr.....J. M. Brady
Sta. Mgr., Prog. Dir.....Chic Crabtree
Commercial Mgr.....Dan Kelly
Production Dir.....Bob Fleming
Publicity Director.....Berniece George
Chief Engineer.....Blair Nelson
Farm Editor.....Chic Crabtree

# KRLC

## LEWISTON—1935—MBS-DON LEE

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....H. E. Studebaker
Business-Studio Address....Lewis-Clark Hotel
Phone Number .....1950
Transmitter Location.....8th & Stewart
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant, John Keating
Membership .....BMB
General Manager.....H. E. Studebaker
Station Manager.....Donald Thomas
Commercial Manager.....Robert Taylor
Program Director.....Reg Roos
Chief Announcer.....Byron Stephenson
Chief Engineer.....Gene Wilson

# KRPL

## MOSCOW—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Interstate Radio, Inc.
Business Address.....P. O. Box 207
Phone Number.....Moscow 2283
Studio-Transmitter Location.....Route 3
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Cole
Representative.....Continental Radio Sales, Walter Biddick
Membership .....NAB, BMB
President.....Ted R. Farrier
Gen.-Sta. Mgr., Prog.-Prod.-Publicity Director .....Bert McAllister
Comm.-Sales Promotion Mgr.....Jack H. Goetz
Chief Engineer.....Herbert D. Young
Farm Editor.....Bert McAllister

# KFXD

## NAMPA—1929
## MBS-INTERMOUNTAIN NET.

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Frank E. Hurt & Son
Business Address.....1224 12th Ave. S., P. O. Box 891
Phone Number .....1200
Studio Address....1224 12th Ave. S., Nampa; 809 Main St., Boise
Transmitter Location.....3 Mi. S. of Meridian
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus, SESAC
Representative .....Avery-Knodel
Membership .....NAB
President, General Mgr.....Frank E. Hurt
Station-Commercial Mgr.....Doyle Cain
Prog.-Prod.-Publicity Dir.....Shirl Black
Chief Engineer.....Edward Hurt

# KEIO

## POCATELLO—1946
## ABC-GEM STATE NET

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Eastern Idaho Bcstg. & Television Co.
Business-Studio Address.....Hotel Bannock
Phone Number .....3-400
Transmitter Location.....Pole Line Rd. at Cedar St.
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service.....Thesaurus, World
Representative.....George P. Hollingbery
President.....James M. Brady
General-Station Manager.....John R. Taylor
Commercial Manager....James H. Schoonover
Program Dir., Chief Announcer..Steve Shepard
Chief Engineer.....Denzil Musulin
Farm Editor.....Anthony Ricca

# KEYY

## POCATELLO—1946
## MBS-INTERMOUNTAIN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Radio & Telev. Bcstg. Co. of Idaho
Address.....1140 Yellowstone Ave.
Phone Number .....1240
Air Time.....6:40 a.m.-11:15 p.m.
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB
President, Gen.-Sta. Mgr.....Calvin L. Hale
Prom. Mgr., Pub.-Prog. Dir.....Doris MacBride
Musical Director.....Bill Ryan
Chief Engineer.....Julian Dennis

# KSEI

## POCATELLO—1926
## NBC-UTAH-IDAHO NET

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By.....Radio Service Corp.
Business-Studio Address.....Hotel Whitman
Phone Number .....960
Transmitter Location.....Pocatello
Air Time .....Unlimited
News Service .....UP
Transcription Service...Standard, Lang-Worth, Cole
Representative .....Walker
Membership .....NAB, BMB
President.....O. P. Soule
V.P., Gen.-Comm. Manager...Henry H. Fletcher
Sales Promotion Manager....Olive M. Leeney
Program Director.....Ruthe A. Fletcher
Chief Engineer.....Ellis W. Call

# KSPT

## PRESTON—1948—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Voice of The Rockies, Inc.
Business-Studio Address.....17 North St.
Phone Number .....600
News Service .....AP
Transcription Service.....Lang-Worth, KBS, Associated
President.....J. L. Peterson
General Manager.....Al Biorge
Asst. Manager.....Ray Egan
Chief Engineer.....James Kelley

# KLIX

## TWIN FALLS—1946
## ABC-GEM STATE-ROCKY MT.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Southern Idaho Bcstg. & Television Co.
Business-Studio-Transmtiter Address .....Elizabeth Blvd.
Phone Number .....2484
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, World
Representative.....George P. Hollingbery
Membership .....NAB
V.P., Gen.-Station Mgr.....Frank C. McIntyre
Commercial Managers.....Juneau H. Shinn, Frank C. McIntyre
Sales Promotion Mgr., Farm Editor...Ian Elliot
Production Director.....George Platis
Chief Announcer.....Joe Gibney
Musical Director.....Earl Sterling
Chief Engineer.....Lloyd James

# KVMV

## TWIN FALLS—1946
## MBS-INTERMOUNTAIN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Sales Corp.
Business-Studio Address....126½ Shoshone E.
Phone Number .....2002
Transmitter Location.....Blue Lakes N.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
President.....E. W. McRoberts
Station Manager.....George Ross
Program Director.....Monte Ricketts
Chief Announcer.....Desmond Barker
Chief Engineer.....Ver Cox

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# KWAL

## WALLACE—1939—MBS-DON LEE

Frequency: 620 Kc.....Power: 1000 Watts
Owned-Operated By.....Silver Bcstg. Co.
Business Address .....Wallace
Phone Number .....330
Studio Address.....Wallace; Kellogg
Transmitter Location .....Osburn
Air Time.....7 a.m.-M.
Transcription Service.....World, SESAC, KBS
Membership .....BMB
President.....Dr. J. R. Binyon
General Manager.....Robert G. Binyon
Program Director.....W. Mondell Spencer
Chief Engineer.....G. Turner Dreher

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# KWEI

## WEISER—1947—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcst. Co.
Business Address .....Weiser
Phone Number .....700
Studio Address....104 No. 8th St., Payette; & 1 Mi. S. Weiser
Transmitter Location...1 Mi. S. Weiser, Hway. No. 30
Air Time.....6 a.m.-10:30 p.m.
News Service .....AP
Transcription Service...Lang-Worth, Standard, Keystone
Membership .....NAB
President .....Frank Gwilliam
Station-Sales Promotion Mgr...Claude W. Cain
Commercial Manager.....Jack Hatch
Program-Musical Director.....Don Jones
Chief Engineer.....Jim Carlson
Farm Editor.....Leo Ellsworth

". . . we extend felicitations and congratulations to the management and staff of THE ASSOCIATED PRESS and our fellow members for their achievement in developing THE ASSOCIATED PRESS into the preeminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of THE ASSOCIATED PRESS as a dependable news gatherer in the years to come."—*Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.*

# ILLINOIS

*Estimated Population 8,670,000—Increase +9.8%—Radio Homes 2,297,800*
*Total Families—2,357,400—Stations in State 61*

## WOKZ

### ALTON—1948

Frequency: 1570 Kc....Power: 1000 Watts, d.
Owned-Operated By.....WOKZ, Inc.
Business Address.....229 Market St.
Phone Number.....3-5506
Studio Address.....Hotel Stratford
Transmitter Location.....Route 100, 3 miles north of Alton
Air Time..... ....Sunrise to sundown
Transcription Service....Lang-Worth, ASCAP
Representative .....Sears & Ayer
President.....R. C. Goshorn
Sec.-Treas.....R. L. Rose
General Manager.....J. R. Paulos
Commercial Manager.....G. M. Ripley
Chief Engineer.....Thomas Payton, Jr.

## WMRO

### AURORA—1938—KBS

Frequency: 1280 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Martin R. O'Brien
Business-Studio Address.....184 S. River
Phone Number .....4215
Transmitter Location.....Hurd's Island
Air Time.....Daytime (C.P. for unlimited)
News Service .....INS
Transcription Service...Lang-Worth, Keystone
Owner-Gen. Mgr. .....Martin R. O'Brien
Station Manager.....James D. O'Brien
Commercial Manager.....Vincent G. Cofey
Program Director.....Jeanne M. Doran
Production Director.....Betty Crisler
Chief Announcer.....Jack Lee
Musical Director.....Elaine Hayden
Chief Engineer.....John Kitner
Farm Editor.....W. P. Miller

## WIBV

### BELLEVILLE—1947

Frequency: 1060 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Belleville Bcstg. Co.
Bus.-Studio-Transmitter Address..2100 W. Main
Phone Number .....5000
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service.....Standard, World
Representative .....Hal Holman
Membership .....BMB
Gen.-Station Mgr.....Paul Wnorowski
Comm.-Sales Pro. Mgr.....Lloyd C. Smith
Pro. Dir.-Chief Announcer..Russell W. Wagner
Production Director.....Blake Tabor
Publicity Director.....John W. Lewis
Chief Engineer.....Marvin M. Mollring
Farm Editor.....Joseph W. Quinlan

## WJBC

### BLOOMINGTON—1924—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Bloomington Bcstg. Corp.
Business-Studio Address.....209 East Washington St.
Phone Number .....5281
Transmitter Location.....Gregory Ave. and N. City Limits
Air Time.....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, SESAC
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Loring C. Merwin
General Manager.....Hale Bondurant
Commercial Manager.....Joseph J. Hannie
Program Director.....Joseph J. Glass
Chief Engineer.....Fred L. Bailey

## WKRO

### CAIRO—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Oscar C. Hirsch
Business Address.....Box 311
Phone Number .....1490
Studio-Transmitter Location .....Patierdale
Air Time .....6 a.m.-11 p.m.
News Service .....UP
Representative .....John E. Pearson
Membership .....NAB, BMB
Owner.....Oscar C. Hirsch
Gen.-Station-Comm. Mgr.....Merrill C. Currier
Program Director.....Charles Housewright

## WBYS

### CANTON—1947

Frequency: 1560 Kc.....Power: 250 Watts, d.
Owned-Operated By...Fulton Co. Bcstg. Co.
Business-Studio-Transmitter Address..E. Linn St. Limits
Phone Number .....1877
Air Time .....Daytime
News Service .....AP
Transcription Service.....Lang-Worth, World
Membership .....NAB
President.....H. R. Windsor
Gen.-Station-Comm. Mgr.....Robert L. Odson
Sales Promotion Mgr.....Allan English
Program-Production-Publicity-Musical Director .....Myron Coy
Chief Announcer.....Ken Schleifer
Chief Engineer.....John Stockberger
Farm Editor.....Bob Boone

# WCIL

## CARBONDALE—1946

Frequency: 1020 Kc....Power: 1000 Watts, d.
Owned-Operated By...Southern Illinois Bcstg.
Business-Studio Address.....219 W. Main St.
Phone Number .....167, 765
Transmitter Location..1 mile w. of Carbondale
News Service .....AP
Transcription Service .....Capitol
Representative .....Harlan Oakes
Membership .....NAB, BMB
President-Gen.-Station Mgr.....Paul F. McRoy
Comm.-Sales Promotion Mgr...Walter Schafer
Program Director.....Paul F. McRoy
Chief Engineer.....Marion Sawyer

# WCAZ

## CARTHAGE—1922

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Superior Bcstg. Service, Inc.
Business-Stuido Address....502 Wabash Ave.
Phone Number .....520
President .....Bob Compton
Manager .....John Palmer

# WCNT

## CENTRALIA—1946

Frequency: 1210 Kc....Power: 1000 Watts, d.
Owned-Operated By.....WCNT, Inc.
Business-Studio-Trans. Address..Hgwy. 51 N.
Phone Number .....234
Air Time .....Sunup-sundown
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Sears & Ayer
Membership .....NAB, BMB
President .....George F. Isaac
Gen.-Station Mgr.....J. J. Flanigan
Program Director .....Jay Giles
Publicity Director .....Anne Williams
Chief Engineer .....Dwight North
Farm Editor.....Larry Carothers

# WDWS

## CHAMPAIGN—1937—CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..The Champaign News-Gazette, Inc.
Business Address .....48 Main St.
Phone Number .....6-1855
Studio-Transmitter Location....1.3 mile S. of Champaign on Route 45
Air Time .....Limited
News Service .....UP
Transcription Service .....World, Keystone
Representative...Robert Meeker & Associates
Membership .....NAB
General Manager.....J. A. McDermott
Station Manager.....Marc Howard
Chief Engineer .....Jack R. Baum

# WAAF

## CHICAGO—1922

Frequency: 950 Kc....Power: 1000 Watts, d.
Owned-Operated By.....Corn Belt Pub., Inc.
Business Address.....836 Exchange Ave.
Phone Number .....Randolph 6-1932
Studio Address.....LaSalle-Wacker Bldg.
Transmitter Location..Exchange Bldg., Union Stock Yards
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service .....Standard
Representative .....George P. Hollingbery
Membership .....NAB
President .....Ward A. Neff
Gen.-Station Mgr.....W. E. Hutchinson
Commercial Manager....Bradley R. Eidmann
Program Director.....Cynthia A. Coyle
Production Director.....Bill Bauer
Publicity Director.....Ben V. Kirk
Chief Announcer.....Russell S. Ryan
Musical Director.....Vivian A. Bradshaw
Chief Engineer.....Carl W. Ulrich

# WAIT

## CHICAGO—1941

Frequency: 820 Kc.....Power: 5000 Watts, d.
Owned-Operated By.....Gene T. Dyer
Bus.-Studio Address...360 No. Michigan Ave.
Phone Number.....Franklin 2-0660
Transmitter Location .....Elmhurst
Air Time .....Daytime
News Service .....UP
Transcription Service..Lang-Worth, Associated, SESAC
Representative .....Radio Representatives
President .....Gene T. Dyer
General-Comm. Mgr.....Sil M. Aston
Program Director .....Rosemary Petru
Musical Director .....Robert Petersen
Chief Engineer.....Edward W. Jacker

# WBBM

## CHICAGO—1923—CBS

Frequency: 780 Kc.....Power: 50,000 Watts
Owned-Operated By..Columbia Bcstg. System
Bus.-Studio Address....410 N. Michigan Ave.

Phone Number.....WHitehall 4-6000
Transmitter Location .... .... ....Itasca, Ill.
Air Time .....Unlimited
News Service .....AP, INS, UP
Transcription Service.....Lang-Worth, World, Associated
Representative .....Radio Sales
Membership .....NAB, BMB
Vice Pres.-Gen. Mgr.....H. Leslie Atlass
Station Manager.....Frank Falknor
Commercial Manager.....Erwin Shomo
Promotion Manager.....Arthur E. Duram
Program Director.....Valentine Sherman
Director of Publicity.....Don E. Kelley
Musical Director.....Caesar Petrillo
Chief Engineer.....George Sherman
Farm Program Director.....Harry Campbell

# WCBD

## CHICAGO—1947

Frequency: 820 Kc.....Power: 5000 Watts
Owned-Oper. By....Christian Catholic Church
Bus.-Studio Address.....Administration Bldg., Zion
Phone Number .....521
Chief Exec.....Michael J. Mintern
Commercial Mgr.....Carl Q. Lee

# WCFL

## CHICAGO—1926—ABC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Operated By..Chicago Federation of Labor
Business-Studio Address..666 Lake Shore Dr.
Phone Number.....MOhawk 4-2400
Transmitter Location.....Downers Grove
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....Bolling
President .....Wm. Lee
General Manager .....Maurice Lynch
Commercial Manager.....George Isaac
Program Director.....Howard T. Keegan
Production Director.....Jack Odell
Publicity Director.....Frank McGivern
Musical Director .....Jack Kelly
Chief Engineer .....Charles Willett

# WCRW

## CHICAGO—1926

Frequency: 1240 Kc....Power: 100 Watts, d.
Owned-Operated By.....Clinton R. White
Business-Studio-Transmitter Address, 2756 Pine Grove Avenue
Phone Number.....EAstgate 7-6860
Air Time .....11 a.m.-2 p.m.—5-7 p.m.
Pres.-Owner-Chief Engr.....Clinton R. White
General Manager.....J. A. White

# WEDC

## CHICAGO—1926

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Emil Denemark, Inc.
Bus.-Studio-Transmitter Address.....3860 W. Ogden Ave.
Phone Number.....CRawford 7-4100
Air Time .....Unlimited
News Service .....UP
President .....Emil Denemark
Gen.-Station-Comm. Mgr.....Frank J. Kotnour
Sales Promotion Mgr.-Program-Production-Publicity Dir.-Chief Announcer....Bill Mack
Musical Director.....William P. Brady
Chief Engineer.....Chester Lewicki

# WENR

## CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By....American Bcstg. Co.
Business-Studio Address....20 N. Wacker Dr.
Phone Number .....DElaware 7-1900
Transmitter Location.....Tinley Park
News Service .....AP, INS, UP
Transcription Service .....Standard
Membership .....NAB, BMB
President .....Mark Woods
Vice Pres. Cen. Div. ABC..John H. Norton, Jr.
Station-Comm. Mgr.....Roy McLaughlin
Sales Promotion Manager....Karl R. Sutphin
Program Director.....Harold Stokes
Production Director.....Burr E. Lee
Publicity Director.....Ell W. Henry
Musical Director.....Rex Maupin
Chief Engineer.....Ed Horstman
Farm Editor.....Robert White

# WGES

## CHICAGO—1924

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Operated By....Radio Station WGES
Business-Studio Address....2708 Wash. Blvd.
Phone Number.....SAcramento 2-1700
Transmitter Location.....8601 South Kedzie
Air Time.....6 a.m.-1:30 a.m.
News Service.....UP
Transcription Service .....Associated
President-Gen. Mgr.....John A. Dyer
Commercial Manager.....E. M. Hinzman
Sales Promotion Maager.....K. P. Freda
Program Director.....Herbert Rudolph
Publicity Director.....M. A. Clemens
Chief Announcer.....Lloyd Webb
Musical Director.....Johnny Van
Chief Engineer.....Ellery L. Plotts

# 1,029,762,240

No, this is not the national debt. This astronomical figure is merely the number of minutes that were listened to WGN in an average week.

*That's a mighty lot of listening — it's over 17 million hours and more than 715 thousand days and better than 100 thousand weeks of listening.*

But it's all just an average week of listening for WGN. If this leads you to believe that a lot of people like WGN, listen to it long and regularly — you're right. If this further makes you wonder how one station among all the rest can have such data available — it's because this station believes in factual selling, program research, and keeping radio away from the "blue sky" days.

**Data based on Nielsen Radio Index, 1948 Coverage Report.**

*A Clear Channel Station . . .*
*Serving the Middle West*

**MBS**

WGN

**Chicago 11**
**Illinois**
**50,000 Watts**
**720**
**On Your Dial**

# W G N

## CHICAGO—1924—MBS

Frequency: 720 Kc.....Power: 50,000 Watts
Owned By.....The Tribune Company
Operated By .....WGN, Inc.
Bus.-Studio Address...441 N. Michigan Ave.
Phone Number .....SU 7-0100
Transmitter Location .....Roselle
Air Time .....19½ hours
News Service .....AP, INS, UP
Transcription Service .....Standard
Representative .....Keenan & Eickelberg
Membership .....BMB, FMA
President.....Col. Robert R. McCormick
General Manager.....Frank P. Schreiber
Operating Manager.....Paul C. Brines
Commercial Manager..William A. McGuineas
Sales Promotion Manager.....Don Getz
Program Director.....Walter J. Preston
Production Director.....Edmund Kahn
Publicity Director.....James Hanlon
Musical Director.....Henry Weber
Chief Engineer.....Carl J. Meyers
Farm Editor.....Hal Totten

# W I N D

## CHICAGO—1927
## MIDWEST BASEBALL

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Johnson Kennedy Radio Corp.
Bus.-Studio Address....400 N. Michigan Ave.
Phone Number.....WHitehall 4-2170
Transmitter Location.....Gary, Ind.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Katz
Membership .....NAB
President.....Paul V. Harper
General-Station Mgr.....Ralph L. Atlass
Commercial Manager.....John T. Carey
Sales Promotion Mgr.....Jimie Spanes
Program Director.....H. Leslie Atlass, Jr.
Chief Engineer.....Kenneth C. Shirk

# W J J D

## CHICAGO—1934

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Operated By....Field Enterprises, Inc.
Bus.-Studio Address...230 N. Michigan Ave.
Phone Number .....STate 2-5466
Transmitter Location.....Desplaines
Air Time .....2 a.m.-sundown
News Service .....UP
Transcription Service.....Standard, Capitol, Associated
Representative .....Avery-Knodel
Membership .....NAB, BMB, FMA
President.....Marshall Field
Gen.-Station Mgr.....Arthur F. Harre
Commercial Manager.....Frederick G. Harm
Sales Promotion Manager....Edwin G. Short
Program-Production Director.....Mark Russell
Publicity Director.....Edwin G. Short
Chief Announcer.....Frank Sweeney
Musical Director.....Don E. Lavery
Chief Engineer.....Walter F. Myers
Farm Editor .....Randy Blake

# W L S

## CHICAGO—1924—ABC

Frequency: 890 Kc.....Power: 50,000 Watts
Owned-Operated By...Agricultural Bcstg. Co.
Bus.-Studio Address...1230 Washington Blvd.
Phone Number .....MO 6-9700
Transmitter Location .....Tinley Park
Air Time .....Unlimited
News Service.....AP, Transradio, UP
Transcription Service .....Standard
Representative .....John Blair
Membership .....NAB, BMB
President.....James E. Edwards
V.P.-Gen.-Station Mgr.....Glenn Synder
Commercial Manager....Charles M. Freeman
Sales Promotion Manager...Donald Finlayson
Program-Publicity Director ....Harold Safford
Production Director.....Al. Boyd
Musical Director.....Osgood Wesley
Chief Engineer.....Thomas Rowe
Farm Editor.....Arthur Page

*(See Page 400)*

# W M A Q

## CHICAGO—1922—NBC

Frequency: 670 Kc.....Power: 50,000 Watts
Owned-Operated By..National Bcstg. Co., Inc.
Business-Studio Address....Merchandise Mart
Phone Number .....SUperior 7-8300
Transmitter Location .....Elmhurst
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative .....NBC
Membership .....NAB, BMB
V.P. Chg. Gen. Div.....I. E. Showerman
Sales Manager.....Oliver Morton
Business Mgr. & Auditor.....John F. Whalley
Promotion Manager.....Harold A. Smith
Program Manager .....Arthur Jacobson
Production Director.....Homer Heck
Manager of Press Dept.....John F. Ryan
Announcer Supervisor.....W. M. Kephart
Music Supervisor.....Donald A. Marcotte
Division Engineer.....Howard C. Luttgens
Farm Director.....Everett Mitchell

# W S B C

## CHICAGO—1925

Frequency: 1240 Kc.....Power: 250 Watts

in april 1949, we'll be 25 years old

For 25 years WLS has been serving listeners in Midwest America. This stewardship of responsibility has been recognized by listeners, the radio industry and by the press. Here are but a few press comments about WLS as a station and its much-imitated WLS National Barn Dance.

# *What They Say About Us*

"Congratulations to WLS on their continued public service to radio listeners. The station has long been well at the top in public favor. Its programs with their appeal to folks in both metropolitan and rural areas label WLS the true American station."

—CHICAGO TIMES

"WLS wants, tries, claims to be and is the farmers' own station . . . sees as the farmer sees, feels as he feels. Dinner Bell Time is unquestionably the country's oldest and best-loved farm program. Farmers believe in WLS."

—PAGEANT MAGAZINE

"Its success has been due largely to its policy of sticking to programs that make their appeal to what might be termed the 'average' air audience—folks that like the old folk songs, clean humor, sentimental music and 'homey' sketches."

—BILLBOARD

"WLS intended its service for the farmer, but the city people listened in, and liked it so well that something of an urban demand for farm music and farm humor has sprung up."

—CHRISTIAN SCIENCE MONITOR

"WLS a public servant in the Midwest."

—TIME MAGAZINE

"There are dozens of local barn dances, but the WLS National Barn Dance is the daddy of them all . . . a form of entertainment and humor which strikes a sentimental chord in every American heart."

—READ MAGAZINE

"A phenomenon in the brief perspective of radio history is the ever popular National Barn Dance . . . the Barn Dance typifies the success story of WLS."

—LIFE MAGAZINE

"Keynote of the program's widespread national popularity is that the music is truly representative of American life."

—CHICAGO TIMES

"The National Barn Dance originated by station WLS in Chicago maintains perhaps a higher level of talent than any other."

—FACTS MAGAZINE

"The patrons (at Eighth Street Theater) were folksy souls from the farm lands of Illinois and neighboring states."

—CHICAGO HERALD-AMERICAN

"Probably the closest that radio will ever get to authentic Americana is the National Barn Dance . . . a portrait of the rustic heart of America."

—NEWSWEEK MAGAZINE

"From the first night the program was a sellou . . . barn dance fans are still flocking to the performances."

—CORONET MAGAZINE

"For the time of your life, dial WLS. This station has undoubtedly the most splendid array of artists ever grouped together. We agree, with numerous thousands of other people, that this crew puts on the best programs ever to emanate from a broadcasting studio, barring none."

—WELLSTON, OHIO SENTINEL

A tradition of service, in order to maintain itself, must constantly be charged with enthusiasm for the present, foresight for the future. Here is a reflection of the FIRST twenty-five years. WLS, its management and its staff are aware of the responsibility, the challenge of the future in maintaining radio leadership in service to the WLS "family of listeners."

A CLEAR CHANNEL STATION
50,000 WATTS, 890 KC, ABC AFFILIATE

presented by **JOHN BLAIR & CO.**

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

Owned-Operated By ....Radio Station WSBC
Business-Studio Address..2400 W. Madison St.
Phone Number.....MOnroe 6-9060
Transmitter Location ....2400 W. Madison St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, SESAC, London
Representative .....Forjoe
General-Station Mgr.....Robert O. Miller
Commercial Manager.....Julius Miller
Program Director.....Robert O. Miller
Publicity Director.....Sid Mandel
Musical Director.....Arnold B. Miller

# WHFC

## CICERO—1926

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WHFC, Inc.
Business-Studio-Transmitter Address, 2136 S. 61st Court
Phone Number .....Olympic 4305—ROckwell 2-7756
Air Time .....7 a.m.-M.
News Service .....UP
Transcription Service....Capitol, Lang-Worth, World
Membership .....NAB
Pres.-Gen. Mgr.....Richard W. Hoffman
Station Manager.....Marie E. Clifford
Commercial Manager .....Anson Vann
Program Director.....Roger Mueller
Chief Engineer.....E. P. Hayes

# WHOW

## CLINTON—1947

Frequency: 1520 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornbelt Bcstg. So.
Business Address.....401½ S. Side Sq.
Phone Number .....305
News Service .....UP
Transcription Service .....Standard
Representative .....Cooke
President .....Keith Rhea
General Manager.....F. A. Higgins
Program Director.....Frank Jennings
Chief Engineer.....Edward Fisher

# WDAN

## DANVILLE—1938—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Northwestern Pub. Co.
Phone Number .....1700-1
Studio-Transmitter Location....1500 N. Washington Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....J. P. McKinney
Membership .....NAB, BMB
General Manager.....E. C. Hewes
Station-Commercial-Sales Promotion Manager .....Robert J. Burow
Program Director .....Honore E. Ronan
Chief Announcer .....Max Shaffer
Chief Engineer.....T. G. Magin

# WSOY

## DECATUR—1925—CBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..Commodore Bcstg., Inc.
Business-Studio-Transmitter Address..Route 48, at No. Jasper St.
Phone Number .....5371
Air Time .....6 a.m.-12:05 a.m.
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative .....Weed
Membership .....NAB, BMB, FMA
President.....Frederick W. Schaub
General Manager.....Merill Lindsay
Commercial Manager .....Charles F. Bruce
Program Director.....Bernard J. Johnson
Technical Director.....Milburn H. Stuckwish

# WLBK

## DE KALB—1947

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By..DeKalb Radio Studios, Inc.
Business Address.....153½ N. Third St.
Phone Number .....2677
News Service .....AP
Transcription Service .....Thesaurus
Owner.....DeKalb Radio Studios, Inc.
Bus.-Comm. Mgr.....T. A. Lanes
Program Director.....Robert C. Brown
Chief Engineer.....Clayton C. DeWitt

# WTMV

## EAST ST. LOUIS—1935

Frequency: 1490 Kc.....Power: 250 Watts
Owned By-Operated By.....On the Air, Inc.
Business-Studio-Transmitter Address.....Hotel Broadview, East St. Louis, Ill.
Phone Number .....Bridge 3424, East 4390
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President.....A. O. Eades
General Manager.....Clarence Leich
Station-Comm. Mgr.....Frank J. Prendergast
Program Director.....Dale Douglas
Salesman-Publicity Director.....Tom Riggs
Chief Announcer.....Byron Scott
Musical Director.....Bill Hart
Chief Engineer.....Erle E. White
Farm-News Editor.....John Sabin

# WCRA

## EFFINGHAM—1947

Frequency: 1090 Kc.....Power: 250 Watts, d.
Owned-Operated By.....Effingham Bcstg. Co.
Business Address.....P. O. Box 568
Phone Number .....1090
Studio Address.....112½ N. Banker St.
Transmitter Location....1 m. S. of Effingham
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Lang-Worth, Cole
Representative .....Rural Radio
Membership .....NAB, BMB
President.....Joseph E. McNaughton
General Manager.....Donald J. Grantham
Program Director..Patricia Adams Grantham
Chief Engineer .....Scott Franklin
Farm Editor .....Fritz Jansen

# WNMP

## EVANSTON—1947

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Evanston Bcstg. Co.
Bus.-Studio-Transmitter Address..2201 Oakton St.
Phone Number.....Greenleaf 5-1590
Air Time .....Sunrise-sunset
News Service .....INS
Transcription Service .....Standard
Membership .....NAB
President.....Fred S. Newton
General-Station Manager.....Angus D. Pfaff
Program-Production Dir.....Fred H. Schmutz
Publicity Director.....Betty Jones
Musical Director.....E. J. Pfeil
Chief Engineer.....L. Schnedorf

# WFRL

## FREEPORT—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By..Freeport Bcstg. Co., Inc.
Business-Studio Address....9 N. Chicago Ave.
Phone Number.....State 436-7
Transmitter Location...1½ Mi. NE of Freeport
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Representative .....Donald Cooke
Membership .....NAB, BMB
Pres., Gen.-Station Manager, Chief Engineer.....Vincent S. Barker
Comm.-Sales Prom. Mgr.....Dave Taylor
Prog. Dir., Chief Announcer..Arthur Hanstrom
Musical Director.....Gladys Barker

# WGIL

## GALESBURG—1938

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Galesburg Bcstg. Co., Inc.
Business Address.....312 Hill Arcade
Phone Number .....4626
Transmitter-Studio Location.....Hill Arcade
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Ra-Tel
Membership .....NAB
President, Owner.....Mrs. L. A. Pritchard
Gen.-Station-Sales Promotion Manager.....Robert W. Frudeger
Sales-Comm. Mgr.....Roger L. Hoffman
Program Director.....Betty Harler
Chief Announcer.....Dwight B. Olson
Chief Engineer.....E. D. Scandrett

# WEBQ

## HARRISBURG—1923—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Bus.-Studio-Transmitter Address..100 E. Poplar St.
Phone Number .....28
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Keystone
Membership .....NAB, BMB
President.....J. M. Pruett
Gen.-Station-Comm. Mgr.....Inglis M. Taylor
Sales Prom. Mgr., Prod. Dir.....Ken Hamilton
Prog.-Musical Dir.....Wanda R. Raley
Chief Engineer.....Elmer L. Gladson
Farm Editor.....Ken Hamilton

# WJPF

## HERRIN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Egyptian Bcstg. Co.
Business-Studio Address.....P. O. Box 179
Phone Number .....382-3
Transmitter Location.....2.2 Mi. N. of Herrin
Air Time.....5:30 a.m.-10:30 p.m.
News Service .....UP
Transcription Service.....Standard, SESAC, Keystone
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Orville W. Lyerla
Gen.-Station-Comm. Mgr.....Charles R. Cook
Sales Manager.....Fred Simmons
Musical Director.....Frank E. Elders
Chief Engineer.....Rayburn Yandell

# WLDS

## JACKSONVILLE—1941—KBS

Frequency: 1180 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Milton Edge & E. J. Korsmeyer
Business-Studio Address...Fox Illinois Theatre Bldg.

Phone Number .....1180
Transmitter Location..1.7 Mi. E. of Jacksonville on Old State Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Standard, Keystone
Representative .....Hal Holman
Membership .....NAB, BMB
General Manager.....E. J. Korsmeyer
Program Director.....T. J. Fairburn
Musical Director.....Virginia Colwell
Chief Engineer.....G. J. Cassens
Farm Editor.....E. H. Garlich

# WJOL

## JOLIET—1926—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Joliet Bcstg. Co.
Bus.-Studio-Transmitter Address...601 Walnut St.
Phone Number .....4761-2
Air Time .....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, Keystone
Representative.....Joseph Hershey McGillvra
President .....Calvin Wilson
Gen.-Station-Comm. Mgr., Prod.-Pub. Director .....Robert L. Bowles
Sales Promotion Mgr.....Joseph J. Garvey
Program Director.....Eileen Caron
Chief Announcer.....Scott Dilworth
Musical Director.....Gregg Phillips
Chief Engineer.....Lester DeCosta
Farm Editor.....Richard Millett

# WKAN

## KANKAKEE—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kankakee Daily Journal Co.
Business-Studio Address..183 N. Schuyler Ave.
Phone Number .....3-6631
Transmitter Location .....R. R. 1
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Standard
Representative .....Hal Holman
Membership .....NAB
President.....Leslie C. Small
Station Manager.....Bruce Brown
Commercial Manager.....Edwin Geeting
Program Director.....Wayne Center
Chief Engineer.....Robert Harrell

# WLPO

## LA SALLE—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Salle County Bcstg. Co.
Business Address.....P. O. Box 399
Phone Number .....3100
Studio Address.....Medical Arts Bldg.
Transmitter Location.....Near Oglesby
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....World, Lang-Worth
Membership .....NAB
Partners.....L. F. Leurig, F. F. MacNaughton
General-Commercial Mgr.....William Holm
Program Director.....Joseph Terrando
News Director.....Laverne Waltman
Musical Director.....Harrison Leurig
Chief Engineer.....Lawrence McCann
Farm Editor.....Ivan Anderson

# WKAI

## MACOMB—1947—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Macomb Bcstg. Co.
Business-Studio Address....113 E. Carroll St.
Phone Number .....1350
Transmitter Location.....Hway. 67, E. of City Limits
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Thesaurus, SESAC, Keystone
Membership .....NAB
President.....James C. Bailey
V.P., Comm.-Sales Prom. Mgr., Publicity Director.....Lyle B. Landis
Prog.-Prod. Dir., Chief Announcer..Gene Spry
Chief Engineer.....Maurice Riggins
Farm Editor.....James C. Bailey

# WLBH

## MATTOON—1946

Frequency: 1170 Kc.....Power: 250 Watts d.
Owned-Operated By.....Mattoon Bcstg. Co.
Bus.-Studio Address....17th & Broadway Ave.
Phone Number .....3800
Transmitter Location....¾ Mi. N. of Mattoon on Hway. 45
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Capitol, SESAC
Membership .....NAB
President, Gen.-Station Mgr.....J. R. Livesay
Commercial Manager.....Rolland O. Looper
Sales Promotion Manager.....Dwain Bower
Program Director.....Robert F. LaMere
Chief Announcer.....Charles R. Guess
Musical Director.....Ken Jakle
Chief Engineer.....Ray Livesay

# WQUA

## MOLINE—1946
## MBS-MID-WEST BASEBALL NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Moline Bcstg. Corp.
Business-Studio Address.....Radio Center
Phone Number .....Moline 7000

Transmitter Location.....7th St. Ext.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
Pres., General Mgr.....Bruff W. Olin, Jr.
V.P., Comm.-Sales Promotion Manager .....G. LaVerne Flambo
Program-Publicity Dir.....Jack Davis
Prod. Dir., Chief Announcer....Verne Glewwe
Chief Engineer.....Larry Lynch

# WVMC

## MOUNT CARMEL—1948

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Operated By.....Charles F. Rodgers
Address.....727 Main St.

# WMIX

## MT. VERNON—1946

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Mt. Vernon Radio & Telev. Co.
Business-Studio Address....121½ N. Ninth St.
Phone Number .....3500
Transmitter Location.....Salem Rd.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Capitol
Representative.....John E. Pearson
Membership .....NAB
President.....John Russell Mitchell
General-Station Mgr.....Edward R. Raasch
Commercial Manager.....Walter Hemann
Program-Production Dir.....William Miller
Chief Announcer.....Robert Anthony
Musical Director.....Beverly Carnahan
Chief Engineer.....Adron Miller

# WVLN

## OLNEY—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....Olney Bcstg. Co.
Business-Studio Address.....302½ E. Main St.
Phone Number .....935-6, 1035
Transmitter Location.....1 Mi. S. of Olney, Route 130
Air Time .....Daytime
News Service .....AP
Transcription Service.....Capitol, Standard
Representative .....Hal Holman
Pres., Gen.-Station-Commercial Manager.....Marshall H. Poole
Sales Promotion Manager.....Raymond Baker
Program-Publicity Director, Chief Announcer.....James Butler
Production Director.....Albert DeBarr
Musical Director.....Frank Martin
Chief Engineer.....James H. Weber

# WSIV

## PEKIN—1945—MID-WEST BASEBALL

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By....Pekin Bcstg. Co., Inc.
Business-Studio Address.....15 S. Capitol St.
Phone Number.....1747, 1539
Transmitter Location.....Midway bet. Pekin & Peoria
Air Time.....6:30 a.m.-local sunset
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Hal Holman
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....W. Kenneth Patterson
Commercial Manager.....J. Ed Henry
Sales Prom. Mgr., Pub. Dir.....George Udry
Prog.-Prod. Dir.....Robert R. Snow
Musical Director.....Charles Timm
Chief Engineer.....Emil Prandoni
Farm Editor.....Fearn Wilson

# WEEK

## PEORIA—1946—NBC

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By...West Central Bcstg. Co.
Business-Studio Address..Commercial National Bank Bldg.
Phone Number .....3-3688
Transmitter Location .....Bartonville
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Katz
Membership .....NAB, BMB
President.....Sen. Robert S. Kerr
General-Station Manager.....Fred C. Mueller
Sales Prom. Mgr., Pub. Dir.....Montez Tjaden
Program Director.....George Cremeens
Production Directors.....Robert Murray, Leonard Elliott
Musical Director.....Herman Hampy
Chief Engineer.....Alden F. Wooster
Farm Editor.....James Smallwood

# WIRL

## PEORIA—1947—ABC

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Illinois Valley Bcstg. Co.
Business-Studio Address..115 N. Jefferson Ave.
Phone Number .....4-9239
Transmitter Location.....Tazewell County
Air Time .....Unlimited
News Service .....UP
Representative .....Avery-Knodel
Membership .....NAB
President.....Timothy W. Swain
General Manager.....Robert B. Jones, Jr.
Sales Manager.....Tom Gavin
Chief Engineer.....Rudolph Luukinen
Program Director.....Harlan E. Ralston

# WMBD

## PEORIA—1927—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By.....Peoria Bcstg. Co.
Bus.-Studio Address.....212 South Jefferson
Phone Number .....7133
Transmitter Location.....1 Mi. S. of Groveland
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service..Lang-Worth, Thesaurus
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Edgar L. Bill
Executive Vice-President.....Charles C. Caley
Director of Sales.....Don D. Kynaston
Director of Promotion,
Public Relations.....Marvin H. Hult
Program Director.....Charles B. Barnhart
Music Director.....Harold Osborne
Director of Engineering.....A. James Ebel
Farm Director.....Emil Bill

# WMMJ

## PEORIA—1946—MBS

Frequency: 1020 Kc.....Power: 1000 Watts d.
Owned By.....Mid-State Bcstg. Co., Inc.
Business-Studio Address.....408 Fulton St.
Phone Number .....9164
Transmitter Location.....High View Rd.
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
President.....W. J. Kutsch
Commercial Manager.....James T. Butler
Program Director.....Robyn Weaver
Musical Director.....Cary L. Robards, Sr.
Chief Engineer.....Vernon H. Parks
Farm Editor.....Dick Herm

# WWXL

## PEORIA—1946

Frequency: 1590 Kc.....Power: 1000 Watts
Owned By.....Central Illinois Radio Corp.
Business-Studio Address.....Hotel Jefferson
Phone Number .....9106
Transmitter Location.....Creve Coeur
Air Time.....18 hrs.
News Service.....INS, UP
Transcription Service.....SESAC, Associated
Membership .....NAB, BMB
President.....Joseph H. Giddan
General-Commercial Mgr.....Michael Henry
Station Manager.....Cres Fluegel
Sales Promotion Manager.....Michael Henry
Program-Production Director.....Cres Fluegel
Publicity Director.....Ed Klein
Musical Director.....Sue Nethery
Chief Engineer.....Carl Horine
Farm Editor.....Bob Ross

# WGEM

## QUINCY—1948—ABC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned By.....Quincy Bcstg. Co.
Business-Studio Address.....Hotel Quincy
Phone Number .....6840
Transmitter Location.....Ellington Township
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Lorenzen & Thompson
President, General Manager..Donald F. Fischer
Commercial Manager....Joseph S. Bonansinga
Musical Director.....Mary McDonnell
Chief Engineer.....John Haerle

# WTAD

## QUINCY—1926—CBS

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lee Bcstg., Inc.
Business-Studio Address.....W.C.U. Bldg.
Phone Number .....6200
Transmitter Location.....Melrose Township
Air Time.....5:45 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service....Standard, Associated
Representative.....Weed & Co.
Membership.....NAB, BMB, FMA
President.....Lee P. Loomis
Co-Mgr., Asst. to Pres.....George Arnold, Jr.
Co-Mgr., Sales Mgr.....W. T. Burghart
Sales Promotion Manager.....Gerald Staten
Program Director.....Merritt Milligan
Production Director.....C. Arthur Fifer
Sales Manager.....Walter Rothschild
Music Librarian.....Jean Fessler
Chief Engineer.....Urlin Whitman
Farm Editor.....Dick Faler

# WHBF

## ROCK ISLAND—1925—ABC

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Operated By....Rock Island Bcstg. Co.
Business-Studio Address.....1800 3rd Ave.
Phone Number .....R. I. 918
News Service.....AP, UP
Transcription Service..Associated, Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Ben H. Potter
General-Station Mgr.....Leslie C. Johnson
Commercial Manager.....Maurice Corken
Program Director.....Forest W. Cooke
Publicity Director.....Fern R. Hawks
Chief Engineer.....Robert J. Sinnett

# WROK

## ROCKFORD—1923—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Rockford Bcstrs., Inc.
Bus.-Studio Address.....Rockford Newstower
Phone Number .....2-6621
Transmitter Location.....Kilburn Ave. Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Headley-Reed
President.....Albert B. Simms
General Manager.....Walter M. Koessler
Commercial Manager.....John J. Dixon
Sales Promotion Mgr.....Betty L. Thro
Program Director.....Maurice P. Owens
Musical Director.....Lorna Lane
Chief Engineer.....Wilfred A. Smith
Farm Editor.....Don Bowton

# WCVS

## SPRINGFIELD—1926—ABC

Frequency: 1450 Kc.....Power: 250 Watts d.
Owned-Operated By.....WCBS, Inc.
Business-Studio Address...523 E. Capitol Ave.
Phone Number .....9855
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB, BMB
President.....H. L. Dewing
Gen.-Station Mgr.....C. W. Neeld
Chief Engineer.....H. L. Dewing


WROK*

*The ONLY Station*

in

**ROCKFORD, ILLINOIS**

A $153,803,000 Market
Urban Population 122,601
Best Test City in the Mid-West

***An ABC Affiliate**

Nat'l Reps. — Headley-Reed Co.


# WTAX

## SPRINGFIELD—1930—CBS

Frequency: 1240 Kc.....Power: 100 Watts d.
Owned-Operated By.....WTAX, Inc.
Business .....Route 66 & E. Cook St.
Phone Number .....2-4441
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Weed
Membership .....NAB, BMB
President, General Manager...Oliver J. Keller
Sales Prom. Manager.....Shelby T. Harbison
Program Director.....Gladys McGrew
Publicity Director.....Wanda Montz
Chief Announcer.....Glen Farrington
Musical Director.....William Nelms
Chief Engineer.....E. C. Swaringen

# WDZ

## TUSCOLA—1921

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WDZ Bcstg. Co.
Business-Studio Address.....101½ N. Main
Phone Number .....431
News Service .....UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Edgar L. Bill
V.P., General Mgr.....Charles C. Caley
Station Manager.....James W. Fuson, Jr.
Commercial Manager.....E. E. Dilliner
Chief Engineer.....A. James Ebel
Farm Editor.....Larry McDonald

# WKID

## URBANA—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By..University City Bcstg. Corp.
Business-Studio Address....505 Vermont Ave.
President.....John O. Bartlow
Vice President.....Bruce R. Foote

# INDIANA

*Estimated Population 3,909,000—Increase +14.1%—Radio Homes 1,099,800*
*Total Families 1,139,700—Stations in State 39*

## WCBC

### ANDERSON—1949

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Civic Bcstg. Corp.
Address.....116 W. 12th St.
Phone Number .....8822
Transmitter Location..Junction of St. Rd. 9 & 67
News Service .....AP
Transcription Service .....World
Representative .....Hal Holman
General Manager.....John J. Garrett, Jr.
Program Director.....Kenneth Bramming
Chief Engineer.....Kenneth Routh

## WHBU

### ANDERSON—1923—ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts d.
Owned-Operated By...Anderson Bcstg. Corp.
Business-Studio-Transmitter Address..640 Citizens Bank Bldg.
Phone Number .....7791
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....Standard, Keystone
Representative....Burke, Kuipers & Mahoney
Membership .....NAB
President.....C. Bruce McConnell
General Manager.....John R. Atkinson
Program Director.....E. R. McCord
Chief Engineer.....L. M. Shroyer

## WBIW

### BEDFORD—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Bedford, Inc.
Address.....P. O. Box 169
Phone Number .....4421
News Service .....AP
Transcription Service .....Capitol
Representative.....McGeehan & O'Mara
President, General Mgr...William C. Smith, Jr.
Commercial Manager.....Louis E. Gaines
Program Director.....Barbara Davis
Promotion Mgr.....Harold D. Rothrock
Chief Engineer.....Carl Finger

## WSUA

### BLOOMINGTON—1946

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WSUA, Inc.
Bus.-Studio Address...117½ W. Kirkwood Ave.
Phone Number .....7277
Transmitter Location....State Rd. 37, 2 Mi. S. City Limits
Air Time .....Sunrise-sundown
News Service .....UP
Transcription Service.....Standard, World
Membership .....NAB, BMB
President, General Manager..Warren G. Davis
Commercial Manager.....Stanley Dixon
Sales Promotion Manager.....Lyle Warrick
Program Director.....Steven T. Briggs
Musical Director.....James White
Chief Engineer.....James Rolfe
Farm Editor.....Cory Alcorn

## WTOM

### BLOOMINGTON—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned By.....WTOM, Inc.
Operated By.....Fred O. Grimwood
Business-Studio Address.....Curry Bldg.
Phone Number.....7871, 2-2593
Transmitter Location .....Bloomington
Air Time.....6 a.m.-Noon
News Service .....AP
Transcription Service....Lang-Worth, Keystone
Representative.....Sears & Ayer
Membership .....NAB
President.....Fred O. Grimwood
General-Station Mgr.....Theodore A. Giles
Commercial Manager.....Maurice Latimer
Program Director.....Marc Williams
Publicity Director.....Robert Carroll

## WTTS

### BLOOMINGTON—1949

Frequency: 1370 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Sarkes & Mary Tarzian
Address.....535 S. Walnut St.
Phone Number .....2-3366
News Service .....AP
Transcription Service...Associated, Thesaurus
General Manager.....Glenn Van Horn
Chief Engineer.....Morton Weigel

## WCNB

### CONNERSVILLE—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....News Examiner Co.
Business Address.....406 Central Ave.
News Service .....UP
Transcription Service.....Thesaurus, Capitol
Station Manager.....E. M. Jackson

## WTRC

### ELKHART—1931—NBC-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....The Truth Publishing Co., Inc.
Business-Studio Address....116 S. Second St.

Phone Number .....948
Transmitter Location...1 Mi. S. of Elkhart City Limits on Oakland Ave. Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Standard, Associated, Keystone
Representative .....Burn-Smith
Membership.....NAB, BMB, FMA
President.....C. D. Greenleaf
General Manager.....R. R. Baker
Commercial Manager.....Dick Holloway
Sales Prom. Mgr., Pub. Dir.....Henry Davis
Program-Musical Dir.....Howard Hoffman
Chief Engineer.....L. W. Zellmer
Farm Editor.....Roscoe Stangland

# WEOA

## EVANSVILLE—1936—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address.....24 N.W. 3rd St.
Phone Number .....4-9215
Transmitter Location.....5th & Vine Sts.
Air Time.....6 a.m.-12:05 a.m.
News Service .....INS
Transcription Service.....Lang-Worth, Cole
Representative .....Katz
President.....Harry M. Bitner, Jr.
General-Station-Commercial Mgr...Don Menke
Program-Publicity Director.....Bill Fall
Chief Engineer.....Robert Wilson

# WGBF

## EVANSVILLE—1923—NBC

Frequency: 1280 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....On The Air, Inc.
Phone Number .....21171
Transmitter Location.....Burkhardt Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership.....NAB, BMB, FMA
General-Station Manager.....Clarence Leich
Operations Manager.....Martin L. Leich
Promotion Manager.....Del Greenwood
Program Director.....Mrs. Pat Roper
Chief Engineer.....Erwin P. Schoeny
Farm Editor.....Fred Rollison

# WIKY

## EVANSVILLE—1947—MID-WEST

Frequency: 820 Kc.....Power: 250 Watts d.
Owned-Oper. By...South Central Bcstg. Corp.
Bus.-Studio-Transmitter Address...Mt. Auburn Rd. & Bismark St.
Phone Number .....4-8284
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol
Representative .....Burn-Smith
Membership .....NAB, BMB, FMA
Pres., Gen.-Station-Commercial Manager.....John A. Engelbrecht
Sales Promotion Manager.....Bill Cooke
Preparation Director.....Ken McCutchan
Prod. Dir., Chief Announcer..Ken Boltinghouse
Publicity Director.....Bob Harris
Musical Director.....Ronald Sullivan
Chief Engineer.....George F. Stoltz
Farm Editor.....Ken McCutchan

# WJPS

## EVANSVILLE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WJPS, Inc.
Business-Studio Address.....206 Main St.
Phone Number .....5-2221
Transmitter Location.....Mohr Rd. Bet. 1st & St. Joseph Ave.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Robert Meeker
Membership .....NAB
President.....Robert S. Davis
General-Commercial Mgr...Robert J. McIntosh
Sales Prom. Mgr., Pub. Dir.....E. Ward Crane
Program-Production Dir.....Jack McLean
Musical Director.....Dorothy Roeder
Chief Engineer.....Gilbert Hoffman

# WANE

## FT. WAYNE—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By..Radio Fort Wayne, Inc.
Bus.-Studio-Transmitter Address.....1205 Fort Wayne Bank Bldg.
Phone Number.....Anthony 6212
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
President.....Merlin H. Smith
GeneralStation-Comm. Mgr...Glenn R. Thayer
Program Director.....Chester T. Behrman
Publicity Director.....Blanche Meyers
Musical Director.....Becky Schafer
Chief Engineer.....John Vick

# WFTW

## FT. WAYNE—1947—KBS

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Fort Wayne Bcstg., Inc.
Business-Studio Address....220 E. Jefferson St.
Phone Number.....Anthony 2295
Transmitter Location....Getz & Covington Rds.
Air Time .....Sunrise-sunset
News Service .....UP

Transcription Service....Associated, Keystone
Representative .....Burn-Smith
Membership .....BMB
Pres., Gen.-Station Mgr.....Edward G. Thoms
Sales Manager.....William R. Aldrich
Program Director.....Paul Price
Musical Director.....William Jellison
Chief Engineer.....Eugene A. Chase

# WGL

## FT. WAYNE—1924—NBC

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By..Farnsworth Televr. & Radio Corp.
Business-Studio Address..201 W. Jefferson St.
Phone Number .....E-3366
Transmitter Location....Lower Huntington Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service...Standard, Lang-Worth
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....E. A. Nicholas
General-Station-Commercial Manager.....Capt. Pierre Boucheron
Sales Prom. Mgr., Program-Publicity Director.....Norman C. Widenhofer
Production Director.....Barry McKinley
Musical Director.....Guy Harris
Chief Engineer.....Donald Holzapfel

# WKJG

## FT. WAYNE—1947—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By..Northeastern Indiana Bcstg. Co., Inc.
Business-Studio Address...3802 S. Calhoun St.
Phone Number.....Harrison 6111
Transmitter Location....Decatur & Maples Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative.....Lorenzon & Thompson
President.....Gilmore S. Haynie
General-Station Mgr.....Hilliard Gates
Sales Manager.....Norman H. Stewart
Program Manager.....Calo O. Mahlock
Chief Engineer.....Thomas J. Copeland

# WOWO

## FT. WAYNE—1925—ABC

Frequency: 1190 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Business-Studio Address..Westinghouse Bldg., 925 S. Harrison St.
Phone Number.....Anthony 2136
Transmitter Location.....Routes 30 & 33
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Representative.....Free & Peters
President .....Walter Evans
General Manager.....J. B. Conley
Station Manager.....R. G. Duffield
Sales Manager.....Paul E. Mills
Sales Prom. & Pub. Mgr...Hilda C. Woehrmeyer
Program Manager.....Carl Vandagrift
Chief Engineer.....Bruce Ratts
Farm Editor.....Jay Gould

# WJOB

## HAMMOND—1928

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....South Shore Bcstg. Corp.
Bus.-Studio-Transmitter Addres...449 State St.
Phone Number.....Sheffield 8400
News Service .....UP
Transcription Service.....Associated, Capitol, SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President, General Manager..Robert C. Adair
Commercial Manager.....L. B. Weller
Sales Manager.....Edward Rozhon
Program Director.....Frank Reynolds
Musical Director.....Leona Manis
Chief Engineer.....Jess Peters
Farm Editor.....Bill Warrick

# WIBC

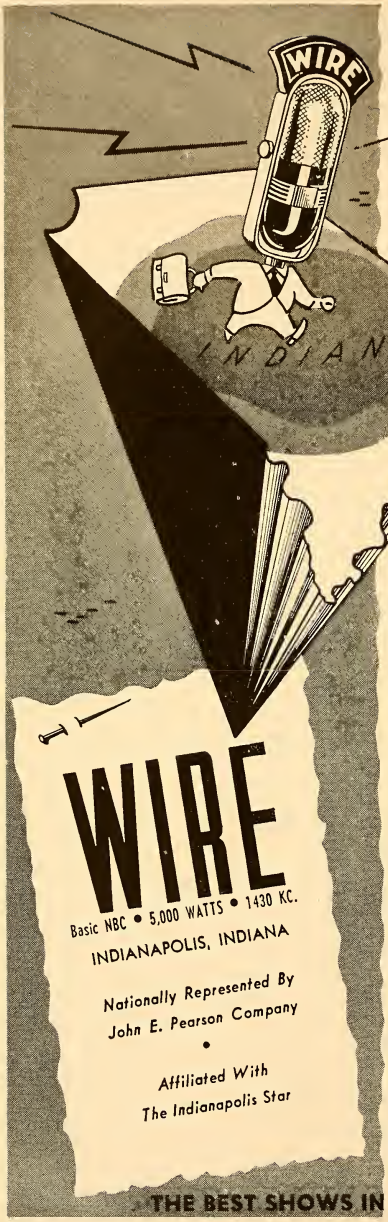
## INDIANAPOLIS—1938—MBS

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Operated By.....Indiana Bcstg. Corp.
Business Address.....30 W. Washington St.
Phone Number.....Lincoln 2305
Studio Address.....Indianapolis News Bldg.
Transmitter Location.....E. 86th St., Zionsville
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BMB
President.....Richard M. Fairbanks
V.P., General Mgr.....Kenneth W. Church
Sales Prom. Mgr., Pub. Dir....Jane O. Flaherty
Prog. Dir., Prod. Mgr., Farm Editor...Ed Mason
Musical Director.....Walter Jackson
Chief Engineer.....Harry Adams

# WFBM

## INDIANAPOLIS—1924—CBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....WFBM, Inc.
Business-Studio Address..48 Monument Circle
Phone Number.....Lincoln 8506
Transmitter Location.....Millersville Rd.
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service .....Associated
Representative .....Katz
Membership .....NAB, BMB




# Your Best Salesman

## In the Great Hoosier Market

Hams or hassocks . . . makes no difference . . . Indianapolis and the central area is a potential "bonanza" for the sales-minded sponsor who purchases WIRE radio time and utilizes our consistent promotional, research and merchandising facilities.

WIRE's coverage of the central area is complete . . . covering 20 out of the 25 of the retail-trading-area counties. These 20 counties represent the bulk of the central area population.

The central area boasts a family population of 607,051 (1,337,705 individuals) . . . with a buying power of over one billion dollars.

These thousands of purchasers with the "1430" habit are your best customers in the great Hoosier market.

**THE BEST SHOWS IN RADIO ARE ON WIRE**

Pres., General-Station Mgr...Harry M. Bitner, Jr.
Comm.-Sales Promotion Manager, Publicity Director.....William F. Kiley
Program-Productoin Dir.....Frank O. Sharp
Chief Announcer.....Joe Pierson
Musical Director.....Earl Gordon
Chief Engineer.....Harold Holland
Farm Editor.....Harry Martin

# WIRE

## INDIANAPOLIS—1929—NBC

Frequency: 1430 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Indianapolis Bcstg., Inc.
Business-Studio Address...9th Floor, Claypool Hotel
Phone Number.....Ri. 1541
Transmitter Location....44th St. & Knollton Rd.
Air Time .....Limited
News Service.....AP, UP
Transcription Service.....World, Thesaurus
Representative.....John E. Pearson
Membership .....BMB
President.....Eugene C. Pulliam
V.P., Gen.-Station Mgr...Willard C. Worcester
Commercial Manager.....Daniel C. Park
Prom. Mgr., Pub. Dir.....James N. Willingham
Program-Production Dir.....William L. Dean
Musical Director.....John H. Winn
Chief Engineer.....Eugene E. Alden

# WISH

## INDIANAPOLIS—1940—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....Universal Bcstg. Co., Inc.
Business-Studio Address..215 Board of Trade Bldg.
Phone Number.....Market 6345
Transmitter Location....Post Rd. & Rawls Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Frank E. McKinney
General-Commercial Mgr....George J. Higgins
Sales Prom. Mgr., Pub. Dir.....Reid Chapman
Program Director.....William E. Frosch
Musical Director.....Jimmy Boyer
Chief Engineer.....Stokes Gresham, Jr.

# WXLW

## INDIANAPOLIS—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Indianapolis, Inc.
Business Address..Indianapolis Athletic Club
Phone Number.....RIley 4446
Studio-Transmitter Address..3003 Kessler Blvd.
Air Time.....6 a.m.-Local sunset
News Service .....UP
Transcription Service.....Capitol, World
Representative .....Burn-Smith
Membership .....NAB, FMA
President.....Samuel R. Sutphin
Station Manager.....George S. Losey
Commercial Manager.....Samuel R. White
Program Director.....Harry Lukins
Production Director.....Ward Glen
Musical Director.....Henry Oaks
Chief Engineer.....Charles Alter

# WITZ

## JASPER-HUNTINGBURG—1948

Frequency: 990 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Jasper On The Air, Inc.
Bus.-Studio-Transmitter Address..State Hway. No. 45 S.
Phone Number....Jasper 678, Huntingburg 515
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Associated
Membership .....NAB
President.....Gilbert E. Metzger
General-Station Mgr., Pub. Dir...Dale S. Phares
Commercial Manager.....George Willeford
Sales Promotion Manager....Walter Reybaum
Program-Production Dir.....Bryan Davidson
Chief Engineer.....James Moseby
Farm Editor.....Bill Richardson

# WIOU

## KOKOMO—1948—CBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By..North Central Indiana Bcstg. Corp.
Business-Studio Address..Radio Center, 212½ N. Main St.
Phone Number .....6194
Transmitter Location.....Rd. 26, E. of State Rd. 31
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Weed
Membership .....NAB, BMB
President .....Richard Blacklidge
V.P., Gen. Sales Prom. Mgr....John Carl Jeffrey
Commercial Manager.....Frank Gregory
Prog.-Prod.-Pub. Director.....James Muse
Chief Engineer.....Chester Rector
Farm Editor.....Dixon Harper

# WKMO

## KOKOMO—1941—KBS

Frequency:: 1400 Kc..... Power: 250 watts
Owned-Operated By.... Kokomo Bcstg. Corp.
Business-Studio Address. 400½ North Main St.
Phone Number ..... 5171
Transmitter Location ..... 1205 E. Morgan
Air Time ..... Unlimited
News Service ..... UP
Transcription Service .... Keystone, Standard, Lang-Worth

Representative ..... Robert Meeker
Membership ..... NAB, BMB
President ..... Dr. R. S. Taylor
V.-P.-Gen.-Sta. Mgr. ..... Joseph W. Jordan
Commercial Manager ..... Bill Wells
Prog.-Prod.-Pub. Director ..... Don Cripe
Chief Engineer ..... George Palmer

# WASK

## LAFAYETTE—1941—MBS-HOOSIER

Frequency: 1450 Kc..... Power: 250 watts
Owned-Operated By ..... WFAM, Inc.
Business-Studio Address ..... Wallace Bldg.
Phone Number ..... 4300
Transmitter Location ..... McCarty Lane
Air Time ..... 6 a.m.-11 p.m.
News Service ..... UP
Transcription Service ..... World
Representative .... Joseph Hershey McGillvra
Membership ..... NAB, BMB
Pres.,Gen.Mgr. ..... O. E. Richardson
Sales Pro.-Mgr. Pub. Dir- ..... Hi Shumway
Prod.Dir.-Chief Announcer .. A. E. Morehouse
Chief Engineer ..... Harry Garba

# WLOI

## LA PORTE—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By...La Porte County Bcstg. Co.
Address.....P. O. Box 381
Phone Number .....3675
President.....Hoyt H. Scott

# WBAT

## MARION—1947

Frequency: 1600 Kc ..... Power: 500 watts d
Owned-Operated By .... Marion Radio Corp.
Musiness-Studio Address . 303½ So. Adams St.
Phone Number ..... 5500
Transmitter Location ... ¾ Mi. So. Roseburg
Air Time ..... 5:30 a.m. Local Sun-Set
News Service ..... AP
Transcription Service ..... World
Representative ..... Walker
Membership ..... NAB
Pres., Gen.-Sta. Mgr., Pub. Dir.....J. H. Bone
Comm.-Sales Prom. Mgr. .... Kermit A. Botkin
Prog-Prod-Musical Dir. ..... Lenora Fuller
Chief Engineer ..... Chas. E. Westfall
Farm Editor ..... Guy Harris

# WIMS

## MICHIGAN CITY—1947

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Northern Indiana Bcsters., Inc.
Business-Studio Address ..... 415 Franklin St.
Phone Number ..... 4980
Transmitter Location.....Keiffer Rd. 3 Mi. Outside of city limits
Air Time ..... Local sunrise-sunset
News Service ..... UP
Transcription Service ..... World
Representative ..... Lorenzen & Thompson
President ..... O. E. Richardson
General Manager ..... E. R. Herkner
Program Director ..... Richard S. Olson
Musical Dirctor ..... Doris Pagels
Chief Engineer ..... Robert Schilling
Farm Editor ..... Charles Sharpless

# WLBC

## MUNCIE—1926—CBS-KBS

Frequency: 1340 Kc ..... Power: 250 Watts
Owned-Operated By .. Tri City Radio Corp.
Business Address.....P. O. Box 271
Phone Number ..... 4403
Studio-Transmitter Location..Hway. 35 S.E. of Junc. Hways. No. 67, 3, 21 and 35
Air Time.....6:30 a.m.-12:07 a.m.
News Service ..... AP
Transcription Service ..... Capitol, Keystone
Representative.....Walker, Hal Holman
Membership ..... NAB
Pres., Gen.-Sta.-Sales Prom. Mgr....W. F. Craig
Prog-Prod Director ....., Lee Allerton
Musical Director ..... Bill Summers
Chief Engineer ..... Maury Crain

# WKBV

## RICHMOND—1926—MBS

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By .... Central Bcstg. Corp.
Bus.-Studio-Transmitter Address..25 S. Ninth St.
Phone Number ..... 1156
Air Time ..... 6 a.m.-10:30 p.m.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative ..... Robert Meeker
Membership ..... NAB
Pres., Gen.-Sta.-Sales Prom. Mgr..R. L. Nusbaum
Asst. Mgr. Prog. Dir. ..... A. F. Schroy
Musical Director ..... Sue Tucker
Chief Engineer ..... L. J. Duning

# WHOT

## SOUTH BEND—1944—ABC

Frequency: 1490 Kc ..... Power: 250 Watts
Owned-Operated By South Bend Bcstg. Corp.
Bus.-Studio-Transmitter Address...St. Joseph & Monroe Sts.
Phone Number ..... 3-4155
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Bolling
President ..... C. Bruce McConnell
Gen.-Sta.-Comm. Mgr., Program Director.....William H. Spencer
Production Director .... R. Edward Berryman
Musical Director ..... Orville Foster

Chief Engineer.....David Maltby
Farm Editor ..... R. Edward Berryman

# WJVA

## SOUTH BEND—1948

Frequency: 1580 Kc ..... Power: 250 Watts d
Owned-Operated By ..... St. Joseph Valley Bcstg. Corp.
Business Address ..... 214 W. Wayne St.
Phone Number ..... 38668
Studio-Transmitter Address .....Mishawaka Hotel & N Hickory Rd.
Air Time ..... Sunrise-Sunset
News Service ..... UP
Transcription Service ... World, Lang-Worth, Capitol
Representative ..... Burn-Smith
Membership ..... NAB
President ..... B. W. Redifer
Sta. Mgr. Prog. Dir. ..... W. W. Oliver
Comm.-Sales Prom. Mgr. ..... Dale Roberts
Musical Director ..... E. Davis
Chief Engineer ..... F. J. Bock

# WSBT

## SOUTH BEND—1922—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By The South Bend Tribune
Business-Studio Address .. 226 W. Colfax Av.
Phone Number ..... 3-6161
Transmitter Location ..... 7 mi. s.e. of city
Air Time ..... Unlimited
News Service ..... UP
Transcription Service.....Capitol, Standard
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President ..... F. A. Miller
Gen.-Sta. Mgr. ..... Robert H. Swintz
Commercial Manager ..... Neal B. Welch
Sales Prom. Mgr. Pub. Dir. Walter A. Sweitzer
Program Director ..... Robert J. Drain
Production Director ..... Oliver Parcher
Musical Director ..... Harlan Hogan
Chief Engineer ..... Herbert G. Cole
Farm Editor ..... Philip Combs

# WTCJ

## TELL CITY—1948—INDIANA NET

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By ..... James R. Brewer
Business Address ..... Tell City
Phone Number ..... 740
Studio-Transmitter Address ... Highway 66-E
Air Time ..... 6 a.m.-11 p.m.
News Service ..... AP
Transcription Service ..... Keystone
Owner, Gen.-Sta.-Comm. Mgr. Prog. Dir. James R. Brewer
Sales Prom. Mgr. Prod.-Pub. Dir. Steve Bellinger
Musical Director ..... Ruth Baumgart
Chief Engineer ..... James R. Brewer
Farm Editor ..... Keith Reising

# WBOW

## TERRE HAUTE—1927—NBC

Frequency: 1230 Kc ..... Power: 250 Watts
Owned-Operated By Banks of the Wabash, Inc.
Business-Studio Address ..... 303 S. Sixth St.
Phone Number ..... Crawford 5034
Transmitter Location ..... First & Peyton Sts.
Air Time ..... Unlimited
News Service.....AP, UP
Transcription Service.....World
Representative .....Weed
Membership.....NAB, BMB, FMA
General-Station Manager..William F. Rippetoe
Sales Manager.....Sigel A. Roush
Program Director.....Leo J. Baxter
Publicity Director.....Madeline K. Barry
Chief Engineer.....Donald Aldrich

# WTHI

## TERRE HAUTE—1948—ABC

Frequency: 1480 Kc.....Power: 1,000 Watts
Owned-Operated By....Wabash Valley Bcstg. Corp.
Business-Studio Address.....120 So. 7th St.
Phone Number.....Crawford 9481
Transmitter Location...13th St. & Hazelburger Road
Air Time.....Unlimited
Transcription Service.....Lang-Worth, Library
Representative .....Free & Peters
Membership.....NAB, BMB
President.....Anton Hulman, Jr.
Station Manager.....J. M. Higgins
Program Director.....Arnold C. Johnson
Chief Engineer.....T. R. Felts
Farm Editor.....Arnold C. Johnson

# WAOV

## VINCENNES—1940—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Vincennes Sun Co.
Business-Studio Address....320 Bussron St.
Phone Number .....787
Transmitter Location...Hgwy., N. of Vincennes
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB
President.....Eugene C. Pulliam
General Manager.....Howard N. Greenlee
Station-Sales Promotion Mgr...Samuel J. Dodd
Program Director.....Dale Young
Publicity Director.....Beth Fitzpatrick
Musical Director.....David Livingstone
Chief Engineer.....Eugene E. Alden
Farm Editor.....Ted Hill

# IOWA

*Estimated Population 2,625,000—Increase +3.4%—Radio Homes 742,500*
*Total Families 765,000—Stations in State 37*

## KASI

### AMES—1948

Frequency: 1430 Kc....Power: 1000 Watts d.
Owned-Operated By.....Ames Bcstg. Co.
Business-Studio Address.....328½ Main St.
Phone Number .....3460
News Service .....UP
Transcription Service.....Thesaurus, Capitol
President, General Mgr.....Harold W. Higby
Sales Manager.....Arthur A. Skinner
Program Director.....William Allen Bell
Chief Engineer.....Doyle D. Kelso

## KBUR

### BURLINGTON—1941—ABC

Frequency: 1490.....Power: 250 Watts
Owned-Operated By....Burlington Bcstg. Co.
Business-Studio Address..National Bank Bldg.
Phone Number.....680
Transmitter Location.....West Burlington
Air Time.....6:00 a.m.-M
News Service.....UP
Transcription Service.....Thesaurus
Representative .....Taylor-Borroff
Membership .....NAB, FMA
President.....Dan T. Riley
General Manager.....Gerard B. McDermott
Commercial Manager.....David H. Steinle
Program Director.....Richard Mosena
Publicity Director.....David Steinle
Chief Announcer.....Lowell Jack
Musical Director.....Richard Kephart
Chief Engineer.....John Gallino
Farm Editor.....Gene Phillippe

## KCRG

### CEDAR RAPIDS—1947—MBS

Frequency: 1600 Kc.....Power 5000 Watts
Owned-Operated By.....The Gazette Co.
Business-Studio Address....104 First St., SW
Phone Number.....4194
Transmitter Location.....Cedar Rapids
Air Time.....Unlimited
News Service.....AP, INS
Transcription Service....Standard, Associated
Representative.....John E. Pearson
Membership.....NAB, BMB, FMA
Secretary, Vice-President..Joseph F. Hladky
General-Station-Comm. Mgr...Neil C. Conklin
Sales Prom. Mgr., Pub. Dir...Edna A. Herbst
Program Director.....Wade S. Patterson
Chief Announcer.....Walter L. Pearson
Musical Director.....Jacquelyn T. Maguire
Chief Engineer.....Kenneth M. Caldwell
Farm Editor.....Rex Conn

## WMT

### CEDAR RAPIDS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....American Bcstg. Stations, Inc.
Bus. Address....807 Barr Bldg., Washington, D. C.
Phone Number....District 2717, Washington, 6127 at WMT, Cedar Rapids
Studio Address.....Paramount Theatre Bldg.
Transmitter Location.....Marion
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, INS, UP
Transcription Service.....World, Lang-Worth, MacGregor
Representative .....Katz
Membership.....NAB, BMB
President.....Helen Mark
General-Station Mgr.....William B. Quarton
Commercial Manager....Lew Van Nostrand
Promotion Mgr., Publicity Dir...Leo F. Cole
Program-Production Director..Douglas B. Grant
Chief Announcer.....Bob Leefers
Musical Director.....June Caldwell
Chief Engineer.....George Hixenbaugh
Farm Editor.....Charles A. Worcester

## KROS

### CLINTON—1941—MBS-TALL CORN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Clinton Bcstg. Corp.
Business-Studio Address.....Jacobsen Bldg.
Phone Number.....448
Transmitter Location.....13th Ave. North & Elvira Road
Air Time.....6:00 a.m.-M
News Service.....UP
Transcription Service.....Standard
Representative.....McKinney, George Webber
Membership .....NAB
President.....W. S. Jacobsen
General-Station Manager.....Morgan Sexton
Commercial Manager.....Walter Teich
Sales Promotion Manager...Vernon Gielow
Program-Production Director.....Bob Bodden
Publicity Director.....Vernon Gielow
Chief Engineer.....Gil Andrew
Farm Editor.....John Rohwer

## KSWI

### COUNCIL BLUFFS—1947 TALL CORN

Frequency: 1560 Kc.....Power: 500 Watts
Owned-Operated By...Nonpareil Bcstg. Co.
Business Address.....Strand Theatre Bldg.

Phone Number.....4041 Council Bluffs, Jackson 7736 Omaha, Neb.
Studio Addresses..Strand The. Bldg., Council Bluffs, Live Stock Exc. Bldg., Omaha, Neb.
Transmitter Location.....South Omaha Road
Air Time.....Minimum 11 hours
News Service .....AP
Transcription Service..Associated, Lang-Worth
Station Representative.....J. P. McKinney
Membership.....NAB, FMA
President.....Robert R. O'Brien
General-Station Manager...William E. Ware
Sales Promotion Manager...Robert H. O'Brien
Pro. Dir., Chief Announcer....Elden Anspach
Musical Director.....Ralph Carey
Chief Engineer.....Robert W. Hall
Farm Editor.....C. W. McManamy

# KSIB

## CRESTON—1946—KBS—TALL CORN

Frequency: 1520 Kc.....Power: 1000 Watts
Owned-Operated By...Southwest Iowa Bcstg. Co.
Business-Studio-Transmitter Addresses.....Radio Center
Phone Number.....55
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service...Standard, Thesaurus, SESAC, Keystone
Representative.....J. P. McKinney, George W. Webber
Membership .....NAB
President.....Arthur Horning
General-Station Mgr., Pub. Dir...E. M. Horning
Commercial-Sales Prom. Mgr...Frank Reynolds
Program-Production Director.....John Munger
Chief Announcer, Musical Dir....Dick Weiss
Chief Engineer.....Louis A. Polen
Farm Editor.....Shep Shafer

# KSTT

## DAVENPORT—1946
## MBS-IOWA TALL CORN

Frequency: 750 Kc.....Power: 250 Watts
Owned-Operated By..Davenport Bcstg. Co. Inc.
Business-Studio Address.....324 Main St.
Phone Number.....2-3525
Transmitter Location...2505 Rockingham Road
Air Time.....Sunrise to sunset
News Service.....UP
Transcription Service.....C. P. MacGregor
Representative.....J. P. McKinney
President, Station Manager...Hugh R. Norman
Commercial Manager.....Buryl Lottridge
Program Director.....A. M. McGregor
Chief Announcer.....William Genett
Musical Director.....Pat Alan
Farm Editor.....Warren Anderson

# WOC

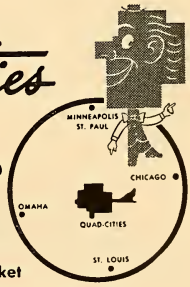
## DAVENPORT—1921—NBC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....1000 Brady St.
Phone Number.....3-3661
Transmitter Location.....R. R. No. 1
Air Time.....6 a.m.-M
News Service.....UP
Transcription Service...Lang-Worth, Thesaurus
Representative.....Free & Peters
Membership.....NAB, BMB, FMA
President.....Col. B. J. Palmer
V. Pres. & Treas.....D. D. Palmer
Station Manager.....Ernie Sanders
Commercial Manager.....L. O. Fitzgibbons
Sales Promotion Manager.....Paul Ives
Program-Production Director...Charles Freburg
Publicity Director.....Paul Ives
Musical Director.....George O. Sontag
Chief Engineer.....Paul G. Arvidson


FIRST IN THE QUAD Cities

DAVENPORT
ROCK ISLAND
MOLINE
EAST MOLINE

The 40th Retail Market




BASIC Affiliate of NBC—
the No. 1 Network

WOC
AM 5,000 W., 1420 Kc.
FM 47 Kw., 103.7 Mc.
TV C.P. 22.9 Kw. visual and aural, Channel 5

DAVENPORT, IOWA
National Representatives Free & Peters, Inc.

# KDEC

## DECORAH—1947
## MBS-IOWA TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Telegraph-Herald
Business-Studio Address.....301 W. Broadway
Phone Number.....1240
Transmitter Location....600 Leiv Eiriksson Dr.
Air Time.....Shares time
News Service.....AP
Transcription Service.....Standard
Representative.....J. P. McKinney, George Webber
Membership .....NAB
President.....F. W. Woodward
General Manager.....William J. Croker
Commercial Manager.....George Dorrington
Production Director.....Robert Hildreth
Musical Director.....Tom Corniea
Chief Engineer.....Curtis Eittreim
Farm Editor.....Jay Spurgeon

# KCBC

## DES MOINES—1946—MBS

Frequency: 1390 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Kapital City Bcstg. Co.
Business-Studio Address.....2323 Grand Ave.
Phone Number .....4-3151
Transmitter Location.....E. 42nd & Dean Ave.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Weed
President.....George P. E. Caesar, Jr.
General-Station Mgr.....Rollo H. Bergeson
Exec. Vice-President.....Myles H. Johns
V.P.-Engineering .....Karl Peters
Sales Promotion Mgr.....C. E. Grant
Prog.-Musical Dir.....Don Purdy
Chief Engineer.....Bob Brown

# KIOA

## DES MOINES—1947

Frequency: 940 Kc....Power: 10,000 Watts, d. 5000 Watts, n.
Owned-Operated By...Independent Bcstg. Co., Inc.
Business-Studio Address.....Onthank Bldg., 10th & Mulberry
Phone Number.....2-9191
Transmitter Location.....Hartford
Air Time.....Unlimited
News Service.....INS, UP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
Membership.....NAB, BMB
Gen. Mgr.....Harold Baker
V. Pres. & Operations Mgr.....Donn Clayton
Sales Promotion Manager, Publicity Director.....Janice R. Hull
Program Director.....Don D. Alt
Production Director.....Dan Hosmer
Chief Announcer.....Lee Harris
Musical Director.....Bill Wallace
Chief Engineer.....Lloyd R. Amoo
Farm Editor.....Don Ames

# KRNT

## DES MOINES—1936—ABC

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Business-Studio Address.....715 Locust St.
Phone Number.....3-2111
Transmitter Location....S. E. 22nd & Park Ave.
Air Time.....6 a.m.-M
News Service.....AP, INS, UP
Transcription Service....Standard, Associated
Station Representative.....The Katz Agency
Membership.....NAB, BMB
President.....Gardner Cowles
General-Station Managr.....Bob Dillon
Commercial Manager.....Paul Elliott
Sales Promotion Manager.....Joe Hudgens
Program Director.....Charles Miller
Production Director.....Dick Covey
Musical Director.....Wayne Ackley
Chief Engineer.....Charles Quentin
Farm Editor.....Joseph B. Ryan

# KSO

## DES MOINES—1922—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.
Owned By.....Murphy Bcstg. Co.
Operated By.....Kingsley H. Murphy
Business-Studio Address..Tenth & Grand Ave.
Phone Number.....3-0571
Transmitter Location.....E. 38th & Broadway
Air Time.....Limited
News Service.....AP, UP
Transcription Service.....World, Cole
Station Representative.....Headley-Reed
Membership.....NAB, BMB
Pres. & General Mgr.....Kingsley H. Murphy
Station-Commercial Mgr.....S. H. McGovern
Program Director.....Tom Lewis Shumate
Production Director.....Bill C. Baldwin
Chief Announcer, Musical Dir...Bill C. Baldwin
Chief Engineer.....F. E. Bartlett

# KWDM

## DES MOINES—1948—TALL CORN

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By..Des Moines Bcstg. Corp.
Business-Studio Address.....407 Fifth
Phone Number.....2-8383
Transmitter Location.....Levey Road

Air Time.....Unlimited
News Service.....INS
Transcription Service..Cole, Capitol, Associat'd
Representative.....J. P. McKinney
Membership .....NAB
President.....George W. Webber
General-Station Manager..Robert L. Webber
Commercial Manager.....James L. Kelehan
Program Director.....Les Carmichael
Musical Director.....Esther Rauch
Chief Engineer.....Werner Schwarz

# WHO

## DES MOINES—1924—NBC

Frequency: 1040 Kc.....Power: 50,000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address.....914 Walnut St.
Phone Number.....3-7147
Transmitter Location.....Mitchellville
Air Time.....Unlimited
News Service.....AP, INS, UP
Transcription Service.....Thesaurus, SESAC, Langworth
Station Representative.....Free & Peters
Membership.....NAB, BMB
President.....Col. B. J. Palmer
V. Pres. & Resident Mgr.....Paul A. Loyet
Exec. V. Pres.....Ralph Evans
Commercial Manager.....Harold Fulton
Program Director.....Jack Kerrigan
Production Director.....Kenneth Gfeller
Musical Director.....Don Hovey
Chief Engineer.....Reed E. Snyder
Farm Editor.....Herb Plambeck

# KDTH

## DUBUQUE—1941
## MBS-IOWA TALL CORN

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Operated By....Dubuque Telegraph-Herald
Bus.-Studio Address.....Eighth Ave. & Bluff
Phone Number.....1603
Transmitter Location.....East Dubuque
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard
Station Representative.....J. P. McKinney
Membership.....NAB, BMB, FMA
President.....F. W. Woodward
General-Station Manager.....K. S. Gordon
Program Director.....Arnie Stierman
Musical Director.....Bob Gribben
Chief Engineer.....Robert I. Hancock
Farm Editor.....Gerald W. McAleece

# WKBB

## DUBUQUE—1933—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Dubuque Bcstg. Co.
Business-Studio Address.....505 Main St.
Phone Number.....572
Transmitter Location.....R. R. No. 2
Air Time.....6:30 a.m.-M
News Service.....UP
Transcription Service.....World
Representative.....Robert Meeker
Membership.....NAB, BMB
President.....Charles T. Landon
General-Station Manager..James D. Carpenter
Commercial-Sales Promotion Manager.....Harry Hatzenbuehler
Program-Production Dir.....Gleason Kistler
Publicity Director.....James D. Carpenter
Chief Announcer.....L. Vaughn Gayman
Musical Director.....Ethel M. Carpenter
Chief Engineer.....John Uyeoka
Farm Editor.....Gleason Kistler

# KVFD

## FT. DODGE—1939
## MBS-IOWA TALL CORN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Northwest Bcstg. Co.
Business-Studio Address..912 - 1st Ave. South (Warden Bldg.)
Phone Number.....Walnut 3761
Transmitter.....1 mi. S. W. of Ft. Dodge
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Lang-Worth
Representative.....J. P. McKinney, George Webber
Membership.....NAB, BMB, FMA
President, General-Station Mgr...Edward Breen
Office Manager.....Mae Challberg
Sales Promotion Manager.....Max Landes
Program Director.....Drexel Peterson
Publicity Director.....Kenneth Peterson
Chief Engineer.....David G. Sinclair

# KXGI

## FT. MADISON—1948

Frequency: 1360 Kc.....Power: 500 Watts
Owned By.....Hawkeye Bcstg. Co.
Operated By..John F. Courrier, W. L. Ashby, Bill M. Barron
Business-Studio Address.....KXGI, Marquette Bldg.
Phone Number.....1360
Transmitter Location.....3 mi. W. of town
Air Time.....Sunrise to sunset
News Service.....AP
Transcription Service.....Capitol
Representative.....Burke, Kuipers & Mahoney
Partners.....John F. Courrier, Willis L. Ashby, Bill M. Barron
General Manager.....John F. Courrier
Station Manager.....John D. Staples

Sales Promotion Manager....James Fitzgerald
Program Dir, Chief Announcer..Bill M. Barron
Chief Engineer.....Willis L. Ashby
Farm Editor.....Hal Hampton

# KXIC

## IOWA CITY—1948

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Oper. By..Johnson County Bcstg. Corp.
Business-Studio Address..108½ East Washington St.
Phone Number.....81181
Transmitter Location..1 mi. N. of Iowa City on R. F. D. No. 1
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service...Standard, Lang-Worth
Representative.....Rural Radio
Membership .....NAB
Pres., General-Station Mgr...Robert E. J. Snyder
Commercial Manager.....Lawrence B. Butler
Program Director.....Herbert D. Olson
News Director.....Gene Claussen
Musical Director.....Robert L. Bush
Chief Engineer.....Elliott Full
Farm Editor.....Dick Arnold

# KOKX

## KEOKUK—1947—IOWA TALL CORN

Frequency: 1310 Kc.....Power: 250 Watts
Owned-Operated By.....Keokuk Bcstg. Co.
Business-Studio Address.....Fifth & Main Sts.
Phone Number.....235-6
Transmitter Location.....Main St. Rd.
Air Time.....Daytime
News Service.....UP
Transcription Service.....Lang-Worth, World
Membership .....NAB
President.....H. W. Stadler
General-Station-Commercial-Sales Promotion Mgr., Publicity Dir...George B. J. Adkisson
Program-Production Dir...Robert C. Matheny
Chief Engineer.....Alvin M. Frazee

# KFJB

## MARSHALLTOWN—1923
## MBS-IOWA TALL CORN

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Times Republican Ptg. Co.
Operated By.....Marshall Electric Co.
Business-Studio Address....136 W. Main St.
Phone Number.....3361
Transmitter Location.....Route No. 3
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Standard
Representative.....J. P. McKinney
Membership.....NAB, BMB
President.....D. W. Norris
General-Station Manager.....Paul E. Millen
Commercial Manager.....R. W. Brown
Program Director.....Ray P. Bennett
Publicity Director.....Paul G. Norris
Chief Engineer.....Herbert G. Anderson
Farm Editor.....William P. White

# KGLO

## MASON CITY—1937—CBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Operated By.....Lee Radio, Inc.
Business-Studio Address.....12½ 2nd N. E.
Phone Number.....2800
Transmitter Location..2 mi. W. of Mason City Hgwy. 18
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Associated
Representative.....Weed & Co.
Membership.....NAB, BMB, FMA
President.....Lee P. Loomis
General-Station Manager....Herbert R. Ohrt
Commercial Manager.....Lloyd D. Loers
Sales-Promotion Mgr., Pub. Dir...Henry B. Hook
Program Director.....William G. Suter
Chief Engineer.....Roger E. Sawyer
News, Farm Editor.....Charles Hilton

# KICM

## MASON CITY—1948
## MBS-IOWA TALL CORN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Mason City Bcstg. Co.
Business-Studio Address.....5 - 2nd St. S. W.
Phone Number.....5400
Transmitter Location.....19th St., S. W.
Air Time.....6 a.m.-M
News Service.....AP
Transcription Service.....World
Representative.....J. P. McKinney
Membership .....NAB
President.....Louis Wolf
General-Station Manager....Charles E. Jones
Commercial Manager.....Joseph Simon
Program-Production Director..Paul B. Patrick
Chief Announcer, Farm Editor..James Knox
Chief Engineer.....Larry Lawson

# KSMN

## MASON CITY—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Mohawk Bcstg. Co.
Business Address.....Box 919
Phone Number.....5640
Transmitter Location.....5 mi. E. of city
Air Time.....Daytime
News Service.....UP

Transcription Service.....Lang-Worth
Representative....Joseph Hershey McGillvra
Pres., General-Station Mgr...Robert M. Carson
Commercial-Sales Promotion
Manager.....No.man W. Rice
Program Director.....Jane Rice
Chief Announcer.....Frank Sims
Chief Engineer.....Jack Duncan
Farm Editor.....Paul Pippert

# KWPC

## MUSCATINE—1947—TALL CORN

Frequency: 860 Kc.....Power: 250 Watts
Owned-Operated By..Muscatine Bcstg. Co., Ltd.
Bus.-Studio-Transmitter Address .....Mulberry & Houser
Phone Number .....860
Air Time.....Sunrise-sunset
News Service .....UP
Transcription Service....Thesaurus, Associated
Representative.....J. P. McKinney
Membership.....NAB, FMA
General-Commercial Mgr.....George J. Volger
Program Director.....Thelma Volger
Chief Engineer.....Elmer Christenson
Farm Editor.....John Hanlon

# KBIZ

## OTTUMWA—1941—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KBIZ, Inc.
Business-Studio Address.....Seven Acres, 2513 N. Court Rd.
Phone Number .....5600-1
Transmitter Location.....Community Gardens
Air Time.....6 a.m.-M
News Service.....UP
Transcription Service.....World
President, General Mgr.....James J. Conroy
Station Manager.....Eleanor M. Haling
Commercial-Sales Promo. Mgr...Richard Meier
Program-Production Dir.....Del Donahoo
Musical Director.....Darrel Jones
Chief Engineer.....Wayne J. Hatchett

# KFNF

## SHENANDOAH—1924

Frequency: 920 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Capital Bcstg. Co.
Bus.-Studio-Transmitter Address .....403 Sycamore
Phone Number .....1302
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Standard
Membership .....NAB
Manager.....C. Earl Williams
Program Director.....Earl Blakesley
Chief Engineer.....William Hutton

# KMA

## SHENANDOAH—1925—ABC-MBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....May Bcstg. Co.
Business-Studio Address..Lowell & Elm Sts.
Phone Number.....192
Transmitter Location.....1 mi. NE of Shenadoah on Hgwy. 48
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service.....SESAC, Cole
Representative.....Avery-Knodel, Inc.
Membership.....NAB, BMB
President.....Edward W. May
General Manager.....Owen Saddler
Station Manager.....H. O. Peterson
Sales Promotion Mgr., Publicity Dir...Jim Moore
Program Director.....Glenn Harris
Chief Engineer.....R. J. Schroeder
Farm Editor.....Merrill J. Langfitt

# KSCJ

## SIOUX CITY—1927—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....Pe kins Bros. Co.
Business-Studio Address.....415 Douglas St.
Phone Number.....5-7993
Transmitter Location .....Leeds
Air Time.....6 a.m.-M
News Service.....AP
Transcription Service.....Lang-Worth, World SESAC, Cole
Representative.....George P. Hollingbery
Membership.....NAB, FMA
President.....W. R. Perkins
Station-Commercial Mgr.....E. T. Flaherty
Program Director.....Elizabeth Sammons
Publicity Director.....Jean Harraday
Chief Engineer.....S. C. Dier

# KTRI

## SIOUX CITY—1938—MBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Operated By....Sioux City Bcstg. Co.
Business-Studio Address.....Commerce Bldg.
Phone Number.....8-0165
Transmitter Location.....Dakota City
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Associated
Representative .....Taylor-Borroff
Membership.....NAB. BMB
President.....Eugene Kelly
General-Station-Comm. Mgr.....Dietrich Dirks
Sales Promotion Manager.....Lennon Kelly
Program-Publicity Director....Sheldon Singer
Production Dir., Chief Announcer..Bob Hansen
Chief Engineer.....Willard Easterly

# KICD

## SPENCER—1942—MBS-TALL CORN

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Iowa Great Lakes Bcstg. Co.
Operated By.....Ben B. Sanders
Business-Studio-Transmitter Address..Hgwy. 18 & 71
Phone Number.....45-6
Air Time.....6 a.m.-M
News Service.....AP
Transcription Service.....World, Standard, Associated
Representative.....J. P. McKinney
Pres., General-Station Mgr.....Ben B. Sanders
Commercial-Sales Promo. Mgr...Henry P. Cate
Program-Production-Publicity Director, Chief Announcer.....Mason Dixon
Musical Director.....Tom Edwards
Chief Engineer.....Clarence Touw
Farm Editor.....Lyle Swigart

# KAYL

## STORM LAKE—1948

Frequency: 990 Kc.....Power: 250 Watts
Owned-Operated By....Cornbelt Bcstg. Co.
Business-Studio Address.....Park Bldg.
Phone Number.....1490
Transmitter Location....Hgwys. 5 & 71 E. of Storm Lake
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Capitol, Thesaurus
Membership .....NAB
President.....O. J. Grau
General Mgr., Program Dir.....Lee Gordon Rasmussen


Why is AP the best?

*Because* — it is controlled by those who have an especial interest in news — all its members.

Available through membership.

Commercial Manager.....James I. McCord
Chief Engineer.....Charles Woodard
Farm Editor.....Norman Thomsen

## KAYX

### WATERLOO—1947—TALL CORN

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Waterloo Bcstg. Co.
Business-Studio Address...620½ LaFayette St.
Phone Number .....6851
Transmitter Location.....2½ Mi. S.E. on Hway. 218
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....NBC, Lang-Worth
Representative.....J. P. McKinney
President.....C. R. Miller
Station-Commercial Manager.....A. W. Triggs
Program Director.....L. F. Podhaski
Publicity Dir., Chief Announcer.....Ray Starr
Chief Engineer.....C. R. Schaeffer
Farm Editor.....Warren Kester

## KWWL

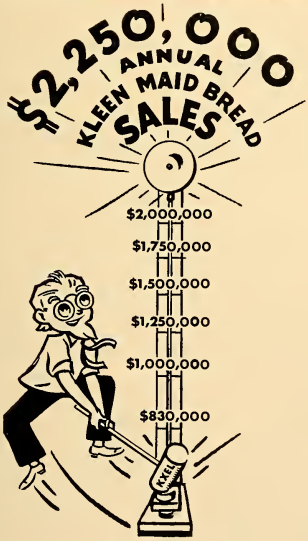
### WATERLOO—1947

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Black Hawk Bcstg. Co.
Bus.-Studio Address.....Russell-Lamson Hotel
Phone Number .....4406
News Service .....AP
Transcription Service .....Associated
President, General Mgr.....R. J. McElroy
Commercial Mgr.....W. Lyle Harvey
Program Director.....Edwin L. Falk
Promotion Manager.....Herb James
Chief Engineer.....Howard Burgess

## KXEL

### WATERLOO—1942—ABC

Frequency: 1540 Kc..... Power: 50,000 Watts
Owned-Oper. By.....Josh Higgins Bcstg. Co.
Business-Studio Address.....Insurance Bldg.
Phone Number .....3-3371
Transmitter Location .....Dysart
Air Time .....Unlimited
News Service .....INS
Representative .....Avery-Knodel
Membership .....NAB, BMB
President, Gen.-Station Manager...Joe DuMond
Comm.-Sales Promotion Mgr.....A. J. DuMond
Program-Musical Director.....Emlyn Owen
Chief Engineer.....Donald E. Kassner
Farm Editor.....Carl Roth


# K X E L

## "Backbone" of Radio's Most Amazing SALES SUCCESS

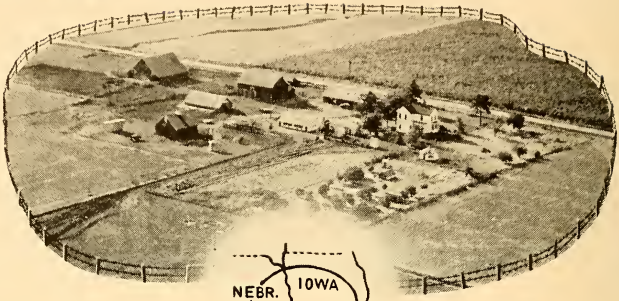
- OVER THREE THOUSAND KXEL newscasts build Kleen-Maid bread sales from $830,000 yearly to $2,250,000.
- KXEL's newscasts increase Kleen-Maid outlets from 1020 to 1421.
- KXEL's newscasts increase Kleen-Maid routes from 27 to 40, OVER A ONE HUNDRED AND FORTY MILE AREA.

This amazing sales increase has been accomplished through KXEL's INTENSE SELLING, its GREAT PROGRAM POPULARITY and ITS BROAD 50,000 WATT COVERAGE in an area embracing Iowa's greatest concentration of wealth and people.
HERE IS POSITIVE PROOF THAT YOU CANNOT SELL THE HEART OF IOWA WITHOUT KXEL AND THE KXEL RURAL CITY.
*(Conlan Survey shows up to 52.4% listening audience.)*

**KXEL — 50,000 watts — ABC**

JOSH HIGGINS BROADCASTING CO.
WATERLOO, IOWA
Represented by Avery-Knodel, Inc.
*COVERING THE GREAT "KXEL RURAL CITY"*

# WIBW Fences In This Rich



## Five State Farm Market

Within this half millivolt line live the First Families of Agriculture — those loyal WIBW listeners who have been hitting the jackpot of bumper crops and high prices for eight consecutive years.

Already one of America's most important markets, we sincerely believe that the next twelve months will see more dollars-per-person spent here than anywhere else in the country.

## *LOOK at the BUYING POWER of WIBW's audience!*

Modern, mechanized farming is Big Business. In 1948 our listeners harvested the biggest corn crop on record and topped it off with the third largest wheat crop. Income from these alone would put WIBW listeners on Easy Street, but it's only the beginning.

There are dozens of other diversified sources of year-round income — cattle, hogs, sheep, poultry, milk, eggs and 2½ million bushels of high priced soy beans as well as flax, barley, rye and sorghum. The dollar value of this year's crops will undoubtedly go down in history as the greatest ever produced.

IMPORTANT TO YOU is that wealth like this has been piling up for eight years. The comic strip farmer has been replaced by a scientific agriculturist. Modernization is everywhere . . . in machinery, equipment, homes and furnishings. Modern communication has made the wants of farm families and small town dwellers the same as those of the city dweller.

EQUALLY IMPORTANT is their overwhelming preference for WIBW for service, entertainment and buying guidance . . . a fact that is continuously demonstrated by sales records of WIBW advertisers.

*Seems like we ought to get together—doesn't it?*

**W I B W**

SERVING AND SELLING

**"THE MAGIC CIRCLE"**

WIBW · TOPEKA, KANSAS · WIBW-FM

C B S

Rep.: CAPPER PUBLICATIONS, Inc. · BEN LUDY, Gen. Mgr. · WIBW · KCKN · KCKN-FM

# KANSAS

*Estimated Population 1,968,000—Increase +9.3%—Radio Homes 543,800*
*Total Families 571,800—Stations in State 28*

## KSOK

### ARKANSAS CITY—1946

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By....The KSOK Bcstg. Co., Inc.
Business-Studio Address..Home National Bank Bldg.
Phone Number .....2666
Transmitter Location..1 Mi. N. of Arkansas City
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service .....Capitol
Representative.....Lorenzen & Thompson
President.....Oscar S. Stauffer
V.P., Gen.-Station Mgr.....S. C. Thompson
Sales Promotion Manager...Glen E. Williams
Program-Production Director....Don D. Chadd
Publicity Director.....Melvin A. Haines
Chief Announcer.....Frederick B. Uszle
Chief Engineer.....Edward H. Howe
Farm Editor.....Melvin A. Haines

## KVAK

### ATCHISON—1939—KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By.....S. H. Patterson
Address.....622½ Commercial St.
Phone Number .....1420
News Service .....AP
Transcription Service .....KBS
President.....S. H. Patterson
General Mgr.....Norwood J. Patterson
Commercial Mgr.....Ed Arthur
Program Director.....Peter Pitell
Promotion Manager.....Sam Elliston
Chief Engineer.....Lowden Gingre

## KGGF

### COFFEYVILLE—1947—ABC

Frequency: 690 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By..The Midwest Bcstg. Co., Inc.
Business-Studio Address.....8th & Elm
Phone Number .....147
Transmitter Location.....So. Coffeyville, Okla.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, Thesaurus
Representative .....Weed
Membership .....NAB
President.....Fay N. Seaton
General Manager.....Richard M. Seaton
Station Manager.....Robert L. Pratt
Commercial Manager.....E. B. Spoonamore
Program Director.....Roger H. Stoner
Chief Engineer.....J. S. Jaminet
Farm Editor.....Joe Cook

## KXXX

### COLBY—1947

Frequency: 790 Kc.....Power: 5000 Watts d.
Owned-Oper. By...Western Plains Bcstg. Co., Inc.
Business-Studio Address.....505 N. Franklin
Phone Number .....790
Transmitter Location.....2 Mi. E. of Colby
Air Time .....Daytime
News Service .....INS
Transcription Service.....Associated, Capitol
Representative.....Rural Radio Co.
Membership .....NAB, BMB
President, General Manager....John B. Hughes
Commercial Manager.....Dan E. Bellus
Program Director.....George Nickson
Production Director.....Jerry Appy
Publicity Director.....C. Dale Damford
Musical Director.....George Nickson
Chief Engineer.....U. L. Lynch
Farm Editor.....Embert Coles

## KGNO

### DODGE CITY—1930
### KBS-KANSAS STATE

Frequency: 1370 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Oper. By.....Dodge City Bcstg. Co.
Business Address.....705 Second Ave.
Phone Number .....1340
Studio Address.....Globe Bldg.
Transmitter Location.....W. Park St.
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Keystone
Representative .....Art Hagg
Membership .....BMB
President, General Manager.....J. C. Denious
Station Mgr., Program Dir....Herschel Holland
Commercial Manager.....Isadore Salm
Sales Promotion Manager.....Gordon Sanders
Chief Engineer.....Henry McClintock

## KTSW

### EMPORIA—1939
### MBS-KANSAS STATE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Emporia Bcstg. Co., Inc.
Business-Studio Address.....613 Merchant St.
Phone Number .....153-4
Transmitter Location.....Sodens Grove
Air Time .....Unlimited
News Service .....AP
Transcription Service...World, Standard, KBS
Membership .....NAB

President, General Mgr.....Julian L. Hill
Asst. Mgr., Chief Engineer.....Paul H. Daniels
Program Director.....Mrs. Robert Grimm
Farm Editor.....Tex Smiley

# KGAR

## GARDEN CITY—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Albert B. Pyatt
Business-Studio Address.....Radio Ranch
Phone Number .....3041
News Service .....UP
Transcription Service.....Capitol, MacGregor
Representative .....Associated
President, General Mgr.....Albert B. Pyatt
Comm. Mgr., Prog. Dir.....Don White
Chief Engineer.....Claude L. Hughes

# KIUL

## GARDEN CITY—1935—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Telegram Publishing Co.
Business-Studio Address....509½ N. Main St.
Phone Number .....4581
Transmitter Location.....Warner Terrace
Air Time.....6 a.m.-11:30 p.m.
News Service.....AP, UP
Transcription Service....Thesaurus, Keystone
Membership .....NAB
President.....Robert B. Reed
General Manager.....G. F. Reed
Station Manager.....Robert Wells
Commercial Manager.....Steve Aylward
Program-Publicity Director.....Tom Lanman
Chief Announcer.....Max Bicknell
Chief Engineer.....Bob Bryant
Farm Editor.....Tony Jewell

# KWGB

## GOODLAND—1947

Freqeuncy: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Goodland Bcstg. Co.
Business-Studio Address.....Hotel Goodland
Phone Number .....331
News Service .....INS
Transcription Service.....Lang-Worth, World
President, General Mgr.....James E. Blair
Commercial Mgr.....Dick Eldridge
Program Director.....Bert Blair
Chief Engineer.....Walt Bigelow, Jr.

# KVGB

## GREAT BEND—1937—MBS

Frequency: 1590 Kc.....Power: 5000 Watts
Owned-Operated By.....KVGB, Inc.
Business-Studio Address.....2103 Forest
Phone Number .....4317-8
Transmitter Location..3 Mi. SW of Great Bend
Air Time .....Unlimited
News Service .....UP
Transcription Service.....SESAC, Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Helen T. Coogan
General-Station Manager.....Grover C. Cobb
Commercial Manager.....Sherwood R. Parks
Sales Promotion Manager.....Bill J. Jarvis
Program Director.....Ray H. Beals
Musical Director.....Howard Neighbor
Chief Engineer.....Chester A. Wallack

# KAYS

## HAYS—1948

Frequency: 1400 Kc.....Power: 250 Watts
Business-Studio Address.....2401 Hall St.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, Capitol
Manager .....Clem Morgan
Commercial Manager.....Lynn Cook
Program Director.....Paul Kelly
Chief Engineer.....Glenn Barnett

# KWBW

## HUTCHINSON—1935—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KWBW
Business-Studio Address....10L East Ave "A"
Phone Number .....5202
Transmitter Location.....17th & Harding Sts.
Air Time.....18 Hrs.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President, General-Station Mgr...William Wyse
Comm.-Sales Promotion Mgr.....Robert Rives
Prog.-Prod.-Pub. Director...William Michelsen
Musical Dir., Farm Editor.....James Pyatt
Chief Engineer.....John Swafford

# KWHK

## HUTCHINSON—1946—KBS

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By....KWHK Bcstg. Co., Inc.
Business-Studio Address.....18 W. 5th St.
Phone Number .....3-100
Transmitter Location .....Sunrise-sunset
News Service .....AP
Transcription Service.....Standard, Keystone
Representative..Homer Griffith, J. P. McKinney
President.....R. L. Evans
Sec.-Treas., Gen.-Station Mgr.....Vern Minor
Commercial Manager.....Gren Darling
Sales Promotion Manager.....Malcolm West
Program-Production Dir.....Paul Cochran
Publicity Director.....Don Bell
Musical Director.....J. Bruce Murray
Chief Engineer.....Millary Clary
Farm Editor.....Don Bell

# KIND

## INDEPENDENCE—1947—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Operated By.....Central Bcstg., Inc.
Bus.-Studio-Transmitter .....Professional Bldg.
Phone Number .....1010
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service....Lang-Worth, Keystone
Membership .....BMB
President, General Manager..J. Nelson Rupard
Program Director.....M. Keith Upson
Publicity Director.....Joe Fields
Chief Engineer.....Harry C. Butterfield

# KCKN

## KANSAS CITY—1925

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Capper Publications, Inc.
Operated By.....The KCKN Bcstg. Co., Inc.
Business-Studio Address...300 Waltower Bldg.
Phone Number.....Victor 3864
Transmitter Location.....901 N. 8th St.
Air Time.....7 a.m.-11 p.m.
News Service.....AP, UP
Transcription Service....Lang-Worth, Standard
Representative .....Capper Publications
President.....W. A. Bailey
General Manager.....Ben Ludy
Station Manager.....Ellis Atteberry
Commercial Manager.....Joe Story
Production Director.....George Stump
Chief Engineer.....K. G. Marquardt

# KCLO

## LEAVENWORTH—1948

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Oper. By..The Leavenworth Bcstg. Co.
Business-Studio Address....418½ Cherokee St.
News Service .....UP
Transcription Service .....Capitol
President.....Hon. Alf M. Landon
General Manager.....A. D. Whisenant
Commercial Manager.....Orville Hundley
Program Director.....Ron Barkley
Chief Engineer.....Mel Gleason

# KSCB

## LIBERAL—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Seward County Bcstg. Co.
Business-Studio Address.....E. 8th St.
Phone Number .....385
News Service .....UP
Transcription Service .....Standard
President.....Hon. Alf M. Landon
General Manager.....Leon S. Salathell
Program Director.....Ben Barry
Chief Engineer.....Wayne Pash

# KLKC

## PARSONS—1948

Frequency: 1540 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Community Bcstg. Co.
Business-Studio Address.....1904 Broadway
Phone Number .....4050
News Service .....AP
Transcription Service .....Standard
President.....Clyde M. Reed
General Manager.....Kerm Trimble
Commercial Manager.....Jerry Toland
Program Director.....Ray Drenner

# KOAM

## PITTSBURG—1937—NBC

Frequency: 860 Kc.....Power: 10,000 Watts d.
Owned-Oper. By..The Pittsburg Bcstg. Co., Inc.
Business Address.....P. O. Box 603
Phone Number .....2165
Studio Address.....Commerce Bldg.
Transmitter Location....3½ Mi. E. of Pittsburg
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....E. V. Baxter
Station Commercial Manager.....R. E. Wade
Chief Announcer.....Bob Arthur
Chief Engineer.....Leo Stafford

# KSEK

## PITTSBURG—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Pittsburg Publ. Co.
Business-Studio Address....Hotel Besse Bldg.
Phone Number .....742
Transmitter Location.....E. Quincy (extended)
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Lorenzen & Thompson
President.....O. S. Stauffer
General Manager.....James M. Griffith
Commercial Manager.....Peter J. Esser
Program Director.....Jack Lloyd
Publicity Director.....Dorothy Conner
Chief Engineer.....W. D. Brosseau

# KSAL

## SALINA—1937—MBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....KSAL, Inc.
Bus.-Studio Address..Journal Bldg., Seventh & Iron Sts.
Phone Number .....100-1
Transmitter Location.....New Cambria
Air Time .....Unlimited
News Service .....AP

Transcription Service....Lang-Worth, Standard
Representative.....John E. Pearson
Membership .....BMB
President.....R. J. Laubengayer
Station-Comm. Mgr., Prog. Dir.....R. V. Jensen
Sales Promotion Manager..Peter M. Macdonald
Chief Announcer.....John G. Smith
Musical Director.....Alfred M. Thompson
Chief Engineer.....N. E. Vance, Jr.
Farm Editor.....Stewart Peck

# KTOP

## TOPEKA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Collinson Bcstg. Co.
Operated By.....T. Hall Collinson
Business-Studio Address.....214 W. 6th St.
Phone Number .....4-3444
Transmitter Location.....N. Buchanan
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Associated
Representative.....Lorenzen & Thompson
Owner, Manager.....T. Hall Collinson
Commercial Manager.....Richard C. Scheele
Sales Promotion Manager,
Publicity Director.....Thad M. Sandstrom
Program Director.....Jack Warren Ostrode
Production Director.....William Griskey
Chief Announcer.....Wayne M. Heady
Chief Engineer.....David R. Stevenson

# WIBW

## TOPEKA—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned By.....Capper Publications, Inc.
Operated By.....Topeka Bcstg. Assn., Inc.
Business-Studio Address....1035 Topeka Blvd.
Phone Number .....3-2377
Transmitter Location.....7 Mi. W. of Topeka
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard
Membership .....FMA
President.....H. S. Blake
General-Station Manager.....Ben Ludy
Commercial Manager.....Hilton Hodges
Prog.-Prod.-Musical Dir.....Maude Carlson
Publicity Director.....Allan Young
Chief Engineer.....K. G. Marquardt
Farm Editor.....Gene Shipley

*(See Page 422)*

# WREN

## TOPEKA—1927—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By..Jackman & Jackman, Inc.
Business-Studio Address.....411 W. 10th St.
Phone Number .....2-0505-6
Transmitter Location.....Grantville
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....R. C. Jackman
General Manager.....John S. Major
Comm.-Sales Promotion Mgr.....Bailey Axton
Program Director.....Fred L. Conger
Chief Engineer.....Carl B. Bliesner

# KAKE

## WICHITA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....KAKE Bcstg. Co., Inc.
Business-Studio Address..418 W. Douglas Ave.
Phone Number .....4-9369
Transmitter Location.....19th & Hydraulic Sts.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Membership .....NAB
President .....Mark Adams
General Manager.....Jack Todd
Commercial Manager.....Martin Bass
Sales Prom. Mgr., Program-Production
Director .....Graeme Fletcher
Chief Engineer.....Harold Newby

# KANS

## WICHITA—1936—NBC

Frequency: 1480 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Kansas Bcstg., Inc.
Business-Studio Address....1015 N. Broadway
Phone Number .....4-2387
Transmitter Location.....5560 W. 13th St.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President, General Mgr.....Archie J. Taylor
Commercial Manager.....H. W. Allen
Program Director.....Paul A. Wilson
Musical Director.....Raymond Shelley
Chief Engineer.....Ted Heithecker

# KFBI

## WICHITA—1923—ABC

Frequency: 1070 Kc...Power: 10,000 Watts d.; 1000 Watts n.
Owned-Operated By.....KFBI, Inc.
Business-Studio Address.....200 E. First St.
Phone Number .....2-1447
Transmitter Location.....RFD No. 2, Box 14
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Avery-Knodel
Membership .....NAB, BMB

President.....Clem J. Randau
General-Station Manager.....Howard Lane
Comm.-Sales Prom. Mgr.....D. W. McCoy, Sr.
Prog.-Prod.-Pub. Director.....J. B. Bradshaw
Chief Announcer.....Tom Belcher
Musical Director.....Verne Nydegger
Chief Engineer.....K. W. Pyle
Farm Editor.....Lester Weatherwax

## KFH

### WICHITA—1923—CBS

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Operated By...Radio Station KFH Co.
Business-Studio Address.....KFH Bldg.
Phone Number .....2-4491
Transmitter Location.....RR 3
Air Time.....5 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Edward Petry
Membership .....NAB, BMB
President .....John Rigby
Exec. V.P.....Marcellus M. Murdock
General Manager.....Frank V. Webb
Natl. Sales Mgr.....Frank Mathews
Sales Promotion Manager.....Russel L. Lowe
Program Director.....Vernon E. Reed
Production Director.....John R. Speer
Chief Announcer.....David M. Wilson
Musical Director.....Wayne Euchner
Chief Engineer.....Amos C. Dadisman
Farm Editor.....Bruce Behymer

# KENTUCKY

*Estimated Population 2,819,000—Increase —0.9%—Radio Homes 635,200*
*Total Families 715,600—Stations in State 37*

## WCMI

### ASHLAND—1935—CBS-SOUTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ashland Bcstg. Co.
Business-Studio Address.....South 20th St.
Phone Number .....3010
Transmitter Location.....47th & Clay Sts.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Thesaurus, World
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Gilmore N. Nunn
Gen.-Station-Comm. Mgr....Charles C. Warren
Sales Prom.-Program Dir.....W. R. Martin
Prod. Dir., Chief Announcer..George Marshall
Publicity Director.....Ed Paulin
Musical Director.....David Stanley
Chief Engineer.....Clarence Weaver
Farm Editor.....Ed. Paulin

## WKCT

### BOWLING GREEN—1947
### KENTUCKY STATE

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Oper. By...The Daily News Bcstg. Co.
Business-Studio Address.....415 Park Row
Phone Number .....2640
Transmitter Location.....Beech Bend Park
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service....Associated, Standard, SESAC
President.....J. Ray Gaines
Gen.-Station Mgr.....Paul R. Huddleston
Commercial Manager.....Houston Griffin
Sales Prom. Mgr., Pub. Dir.....Alvis Temple
Prog.-Prod. Director.....Joe H. Calloway
Chief Announcer.....Sam Allgood
Musical Director.....James Topmiller
Chief Engineer.....Neal McGown
Farm Editor.....Alvis Temple

## WLBJ

### BOWLING GREEN—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Bowling Green Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..901 Fairview Ave.
Phone Number .....1340-1
Air Time .....5 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Capitol, Keystone
Representative .....Burn-Smith
Membership .....NAB
Pres., Gen.-Station Manager, Publicity Director.....Ken D. Given
Comm.-Sales Promotion Mgr....Elmer A. Finley
Program-Production Dir.....William Kuznitsof
Chief Announcer.....Joe Hamilton
Musical Director.....Helen Given
Chief Engineer.....Rondal L. Miller
Farm Editor.....Joe Hamilton

## WTCO

### CAMPBELLSVILLE—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....South Central Kentucky Bcstg. Corp.

Business-Studio Address.....203 Main St.
Phone Number .....250
Transmitter Location...On State Hway 55, 3¼ Mi. N. of Campbellsville
Air Time .....Daytime
News Service .....UP
Transcription Service....Capitol, World, Cole
Membership .....NAB
President.....H. T. Parrott
Gen.-Station-Comm. Mgr.....James Shacklette
Sales Promotion Mgr.....William J. Harris, Jr.
Program-Production Dir.....Lemuel Felts
Chief Announcer.....Robert Shippee
Musical Director.....Lemuel Felts
Chief Engineer.....J. B. Crawley

# WCTT

## CORBIN—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Corbin Times-Tribune, Inc.
Business Address.....308 S. Main St.
Phone Number .....123-4, 1071
Studio-Transmitter Location.....Falls Hway.
Air Time.....17 Hrs.
News Service .....AP
Transcription Service....Thesaurus, Keystone
Membership .....NAB, BMB
President.....J. Springer Robinson
General Manager.....John L. Crawford
Station Manager.....W. Wallace Robinson
Commercial Manager.....S. G. Hembree
Chief Announcer.....Rufus G. Disney
Chief Engineer.....Russell Henson

# WZIP

## COVINGTON—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....WZIP, Inc.
Bus.-Studio Address...Sixth & Madison Aves.
Phone Number.....JUniper 5300
Transmitter Location.....Eighth & Horton Sts.
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, SESAC
Membership .....NAB, BMB
Pres., Gen.-Comm. Mgr.....Arthur L. Eilerman
Station-Sales Prom. Mgr., Program Director .....Lloyd W. Baldwin
Production Director.....James Ferguson
Publicity Director.....Lloyd W. Baldwin
Chief Announcer.....Stephen Crane
Musical Director.....Jimmy Lee
Chief Engineer.....Richard Washington
Farm Editor.....Raymond L. Scott

# WHIR

## DANVILLE—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Commonwealth Bcstg. Corp.
Business Address.....P. O. Box 234
Phone Number .....1230
News Service .....AP
Transcription Service.....World, Capitol
President, Commercial Mgr.....W. T. Isaac
V.P., Program Dir.....David B. Highbaugh

# WFKY

## FRANKFORT—1946
## MBS-BLUEGRASS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Frankfort Bcstg. Co.
Business-Studio Addres.....104 E. Main St.
Prone Numbers.....2509-10; Transmitter, 2354
Transmitter Location.....Crutcher's Hill
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
President .....Garvice Kincaid
General Manager.....Robertson C. Scott
Program Director.....John A. Vroman
Chief Engineer.....Wallace Roach

# WKAY

## GLASGOW—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Glasgow Bcstg. Co., Inc.
Business-Studio Address .....Glasgow
Phone Number.....598, 632
Transmitter Location.....Happy Valley Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Standard
Representative .....Helen Wood, Colton
Membership .....NAB
President.....Gordon E. Brown
General Manager.....Edward C. Lockwood
Commercial Manager.....Louis Rayburn
Program Director.....Lee Redford
Chief Announcer.....Noel Pass
Chief Engineer.....Edward C. Lockwood

# WHLN

## HARLAN—1941
## MBS-KBS-GOOD COAL

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Blanfox Radio Co., Inc.
Business-Studio-Transmitter Address....Harlan
Phone Number .....625-6
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....Standard, Keystone
Representative .....Burn-Smith
Membership .....NAB
President, Gen.-Station Mgr.....R. B. Helms
Comm. Mgr., Prog. Dir.....C. E. Whikehart
Sales Prom. Mgr., Pub. Dir.....Kyle Whitehead
Production Director.....James Morgan

Chief Announcer.....Jay Barlow
Chief Engineer.....John Greenwood
Farm Editor.....Allen Davis

# WKIC

## HAZARD—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....BMG Bcstg. Corp.
Business Address.....Box 239
Phone Number.....Main 720
Studio Address.....Peoples Bank Bldg.
Transmitter Location.....N. Main St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Thomas F. Clark Co.
Membership .....NAB, BMB
President, Gen.-Station Mgr....Fred B. Bullard
Commercial Manager....Richard H. Goodlette
Sales Prom. Mgr., Pub. Dir.....Paul Combs
Program Director.....Charles W. Metcalf
Prod. Dir., Chief Announcer.....Hugh Dunbar
Chief Engineer.....Eugene S. Adams

# WSON

## HENDERSON—1941—MBS

Frequency: 860 Kc.....Power: 500 Watts d.
Owned By.....Henderson Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....Zion Rd.
Phone Number .....3923
Air Time .....Daytime
News Service.....AP, UP
Transcription Service.....World, Cole
Representative.....Sears & Ayers
Membership .....NAB
President.....Pierce E. Lackey
Gen.-Station-Comm.-Sales Promotion Manager.....Hecht S. Lackey
Prog.-Prod.-Pub. Dir...Tom Fitzgibbons Murray
Chief Announcer.....Martin E. Schaeffer
Musical Director.....R. M. Cleveland
Chief Eng., Farm Editor.....Vernon R. Nunn

# WHOP

## HOPKINSVILLE—1940—CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Hopkinsville Bcstg. Co., Inc.
Business Address.....P. O. Box 539
Phone Number .....1025
Studio-Transmitter Location.....Cadiz Rd.
Air Time.....5 a.m.-M.
News Service.....AP, UP
Transcription Service.....World, Cole, Lang-Worth, Keystone
Representative.....Sears & Ayer
Membership .....NAB
President.....Pierce E. Lackey
General-Station-Commercial-Sales Prom. Manager.....F. E. Lackey
ProgramProduction Dir.....Katherine Peden
Publicity Director.....Charles Stratton
Chief Ann., Musical Dir.....William L. McGee
Chief Engineer.....Leo Y. Wilson
Farm Editor.....Thomas B. Covington

# WKLX

## LEXINGTON—1945

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Fayette Bcstg. Co.
Address .....Phoenix Hotel
Phone Number .....8115
Transmitter Location.....Greendale Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Standard
Representative .....Walker
Chief Owner.....E. F. Prichard, Sr.
General Manager.....Ted Grizzard
Commercial Manager.....Paul Ledridge
Program Director.....Jack Brooks
Chief Engineer.....Bill Yount

# WLAP

## LEXINGTON—1928—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....American Bcstg. Corp. (Not ABC)
Business-Studio Address.....Radio Bldg.
Phone Number .....1721-2-3
Transmitter Location.....Mason-Headley Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Gilmore N. Nunn
V.P., General Manager.....J. E. Willis
Commercial Manager.....Miller Welch
Sales Promotion Manager....James P. Young
Program Director.....J. B. Faulconer
Chief Announcer.....Henry Allin
Chief Engineer.....Sanford Helt

# WLEX

## LEXINGTON—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Ky. Bcstg. Co.
Business Address.....P. O. Box 985, Russell Cave Pike
Phone Number .....2901, 5878
Studio-Transmitter Location..Russell Cave Pike
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....RA-TEL
Membership .....NAB
President.....D. H. Gay, Jr.
General Manager.....Carroll Gardner
Business Manager.....H. Guthrie Bell
Production Director.....Bob Kimbro
Chief Announcer.....Jim Lounsbury

Chief Engineer.....Otho Warner
Farm Editor.....Mark Halleck

# WAVE

## LOUISVILLE—1934—NBC

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WAVE, Inc.
Business Address.....334 E. Broadway
Phone Number.....Wabash 6543
Studio Address.....Radio Center
Transmitter Location.....Hamburg Pike
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service..Thesaurus, Lang-Worth
Representative.....Free & Peters
Membership .....NAB, BMB
President.....George W. Norton, Jr.
General-Station Manager.....Nathan Lord
Commercial Manager.....James Cox
Program Director.....George Patterson
Publicity Director.....Eugene Leake, Jr.
Chief Announcer.....Livingston Gilbert
Musical Director.....Earl Keller
Chief Engineer.....Wilbur Hudson

# WGRC

## LOUISVILLE—1936—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Northside Bcstg. Corp.
Bus.-Studoi Address.....4th Floor, Ky. Home Life Bldg.
Phone Number.....Wa. 7781
Transmitter Location...Preston St. & Woodbine
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Walker
Membership .....NAB
President, Commercial Mgr.....J. Porter Smith
General Manager.....Charles L. Harris
Station Mgr., Program Director..Ward Hatcher
Sales Prom. Mgr., Pub. Dir.....H. R. Hunter
Production Director.....W. S. Lukenbill
Chief Announcer.....Jerry Fordyce
Musical Director.....J. Bertram Harmon
Chief Engineer.....Perry Esten
Farm Editor.....Jerry East

# WHAS

## LOUISVILLE—1922—CBS

Frequency: 840 Kc.....Power: 50,000 Watts
Owned By....The Courier-Journal & Louisville Times Co.
Operated By.....WHAS, Inc.
Business-Studio Address....525 W. Broadway
Phone Number.....Wabash 2211
Transmitter Location.....Eastwood
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....World, Associated
Representative .....Edward Petry
President .....Barry Bingham
Director.....Victor A. Sholis
Sales Director.....J. M. Wynn
Promotion Manager.....Sandy Sanders
Program Director.....Peter R. Disney
Continuity-Production .....William Aldridge
Musical Director.....Edward Barret
Technical Director.....Orrin W. Towner
Agricultural Co-ordinator.....Frank Cooley

*(See Page 264)*

# WINN

## LOUISVILLE—1940—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Kentucky Bcstg. Corp., Inc.
Bus.-Studio-Transmitter Address....Earle Hotel
Phone Number.....WAbash 5148
Air Time .....Unlimited
News Service .....AP
Transcription Service.....MacGregor, SESAC, Capitol
Representative .....Taylor-Borroff
Membership .....NAB
President, Station Manager....Harry McTigue
Chairman of the Board.....Nelle M. Kendrick
Commercial Manager.....G. F. Bauer
Program Director.....M. Katherine McCarten
Production Director.....Sam Woodall
Publicity Director.....Helen E. Roberts
Chief Announcer.....Jim McIntyre
Musical Director.....Claude Fraul
Chief Engineer.....E. R. Rinn

# WKLO

## LOUISVILLE—1948

Frequency: 1080 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Mid-America Bcstg. Corp.
Business-Studio Address....Henry Clay Hotel, 3rd & Chestnut Sts.
Phone Number.....Clay 4441
Transmitter Location..Daisy Lane, New Albany
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....John Blair
President.....James F. Brownlee
General Manager.....Joe Eaton
Commercial Manager.....Tom Underwood
Program Director.....W. G. Bottorff
Publicity Director.....Russell Pirkey
Chief Engineer.....D. C. Summerford
Farm Edtior.....Charles Farmer

# WKYW

## LOUISVILLE—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio Kentucky, Inc.
Bus.-Studio Address.....431 W. Jefferson St.

Phone Number.....CLay 4811
Transmitter Address...River Rd., nr. Louisville
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol, Standard, Cole
Representative .....Burn-Smith
Membership .....NAB, BMB
President, Treasurer.....F. Eugene Sandford
V.P.-Operations.....S. A. Cisler
V.P.-Station Manager.....Edwin E. S. Weldon
Secretary.....W. Scott Miller
Program Director.....David Wilburn

# WLOU

## LOUISVILLE—1948

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Louisville Bcstg. Co.
Business-Studio Address....2549 S. Third St.
Transcription Service .....Capitol
Representative .....Donald Cooke
President, Gen. Mgr....Mrs. John E. Messervy
Prog. Dir., Sales Mgr.....Fred Darwin

# WCIF

## MADISONVILLE—1947

Frequency: 730 Kc.....Power: 250 Watts
Owned-Oper. By.....Madisonville Bcstg. Co.
Business Address.....Box 27
Phone Number .....1297
Transmitter-Studio Location.....Hanson Rd.
Air Time .....Daytime
News Service .....AP
Membership .....BMB
President, General Mgr.....Pierce Lackey
Station-Commercial Mgr.....T. E. Brewer
Program Director.....Conrad Brewer
Chief Announcer.....Dick Harris
Chief Engineer.....Evers Mick

# WKTM

## MAYFIELD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mayfield Bcstg. Co.
Business Address.....Box 232
Phone Number .....46
Studio Address.....Mayfield Hotel
Transmitter Location.....Fancy Farm Hway.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Sears & Ayer
Membership .....NAB
President .....Frank Evens
General Manager.....Pierce Lackey
Station-Commercial Mgr.....Wayne Morgan
Sales Prom. Mgr., Prod. Dir.....Bill Shelton
Program Director.....Edna Stubblefield
Chief Announcer.....Jack Neely
Chief Engineer.....Joseph M. Hargrove
Farm Editor.....Robert G. Horton

# WNGO

## MAYFIELD—1946

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Operated By..W. Kentucky Bcstg. Co., Inc.
Business-Studio Address.....Box 39
Phone Number .....1204
Transmitter Location.....City limits, Hway. No. 45, Paducah Rd.
Air Time.....5:30 a.m.-local sunset
News Service .....AP
Transcription Service.....SESAC, Thesaurus
Representative .....Friedenberg
President.....H. M. Suthard
Gen.-Station-Commercial Manager, Publicity Director.....G. C. Dyer
Prog. Dir., Chief Announcer.....J. B. Fowler
Chief Engineer.....Lynn Lemond
Farm Editor.....Charlie Scholes

# WFTM

## MAYSVILLE—1948—KY. FOOTBALL

Frequency: 140 Kc.....Power: 250 Watts
Owned-Oper. By.....Standard Tobacco, Inc.
Bus. Address....626 Forrest Ave., Tobacco Sq.
Phone Number .....1400-1
Studio-Transmitter Location.....Tobacco Sq.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service....World, Standard, Cole
Representative.....W. S. Grant
Membership .....NAB
President.....Charles P. Clarke
Gen.-Station-Comm.-Sales Promotion Manager.....J. W. Betts
Program-Prod.-Pub. Dir.....Gene Waters
Chief Announcer.....Hal Sagraves
Musical Director.....Louise Carter
Chief Engineer.....William Martin
Farm Editor.....J. Scott True

# WMIK

## MIDDLESBORO—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Cumberland Gap Bcstg. Co.
Bus.-Studio-Transmitter Address...Hway. 25 E
Phone Number .....980
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service.....World, Cole
Membership .....NAB
President .....Neal Barry
Gen.-Station Mgr.....Robert L. Williamson, Jr.
Comm.-Sales Promotion Mgr.....John Farmer
Program-Production Dir.....Hal Bigger
Pub. Dir., Chief Announcer, Musical Director.....Herbert Leach
Chief Engineer.....George Mendenhall
Farm Editor.....Don Soliday

# WNBS

## MURRAY—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Murray Bcstg. Co.
Business-Studio Address.....4th & Main Sts.
Phone Number .....1340
News Service .....AP
Transcription Service .....World
President.....George E. Overby
Station Mgr.....Kenneth Z. Turner
Comm.-Prod. Manager.....Joseph E. Griffin
Program Director.....Troy W. Glidwell
Chief Engineer.....Carlos M. Steele

# WNOP

## NEWPORT—1948

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address....606 Monmouth St.
Phone Number.....Juniper 7100-L
Transmitter Location.....Cold Springs
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
President.....Richard J. Nesbitt
Station Manager.....Anna Mae Rolfes
Commercial Manager.....James G. Lang
Program Director.....Jack Baker
Chief Announcer.....Roy Gilligan
Musical Director.....Burt Farber
Chief Engineer.....Elmer C. Drake
Farm Editor.....Paul F. Laumann

# WOMI

## OWENSBORO—1938
## MBS-KY. BCSTRS.-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By...Owensboro Bcstg. Co., Inc.
Business Address.....P. O. Box 536
Phone Number .....420-1
Studio-Transmitter Location.....Byers Ave. & Livermore Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service....Lang-Worth, Keystone
Representative .....Burn-Smith
Membership .....NAB, BMB
President.....Lawrence W. Hager
Gen.-Station-Commercial-Sales Prom. Mgr., Publicity Director.....Hugh O. Potter
Program Director.....Norman Hall
Chief Announcer.....Marshall Bruner
Musical Director.....Cliffordean Potter
Chief Engineer.....Leslie Goodaker
Farm Editor.....Marshall Bruner

# WVJS

## OWENSBORO—1947

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By..Owensboro On The Air, Inc.
Business-Studio Address.....320 Allen St.
Phone Number .....3408-9
Tranmitter Location.....Hway. 60 W.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative.....William G. Rambeau
Membership .....NAB
President.....V. J. Steele
General-Station Manager.....Malcolm Greep
Commercial Manager.....John T. Rutledge
Program Director.....Lee Carl Meredith
Chief Engineer.....Robert Earl Jagoe

# WKYB

## PADUCAH—1946—MBS

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Paducah Newspapers, Inc.
Business-Studio Address....504 Kentucky Ave.
Phone Number .....800
Transmitter Location.....5 Mi. S. of City on U. S. 45
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service....Standard, Associated
Representative.....Burke, Kuipers & Mahoney
Membership .....NAB, BMB
President.....Edwin J. Paxton, Sr.
General-Station Mgr., Pub. Dir...E. J. Paxton, Jr.
Comm.-Sales Prom. Mgr.....Sam Livingston
Production Director.....Zack Hill
Musical Director.....Lois Cooper
Chief Engineer.....C. G. Sims

# WPAD

## PADUCAH—1930—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Paducah Bcstg. Co., Inc.
Operated By.....Pierce E. Lackey
Business-Studio Address....Taylor Bldg., 4th & Broadway
Phone Number .....4100
Transmitter Location.....North 8th St.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth, World, Cole
Representative.....Sears & Ayer
Membership .....NAB, BMB
President.....Pierce E. Lackey
General-Station Mgr.....W. Prewitt Lackey
Sales Promotion Manager.....Ray Mofield
Program-Publicity Director.....Evelyn Carroll
Chief Announcer.....Ray Mofield
Musical Dir., Farm Editor.....Linn Wolff
Chief Engineer.....U. C. Morris

# WSFC

## SOMERSET—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southeastern Bcstg. Co.
Bus.-Studio-Transmitter Address..Stanford Pike
Phone Number .....907-8
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, World
Representative.....Helen Wood & Colton
Membership .....NAB
General Manager.....S .A. Chesley, Jr.
Commercial Manager.....John Sutterfield
Program Director.....Donald Orwin
Publicity Director.....J. Sam Quick
Chief Announcer.....Harvey Murphey
Chief Engineer.....John Agostine
Farm Editor.....Hugh Hurst

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# WMTC

## VANCLEVE—1948

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Kentucky Mt. Holiness Assn.
Bus.-Studio-Transmitter Address.....Vancleve
Phone Number.....Not yet installed
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
President.....Dr. Lela G. McConnell
General-Station-Comm. Mgr.....Wilfred Fisher
Program Director.....Violet Person
Production Dir., Chief Announcer..Louis Bouck
Musical Director.....Rachel Picazo
Chief Engineer.....M. E. Picazo

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# WVLK

## VERSAILLES—1947—MBS

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Operated By.....Bluegrass Bcstg. Co.
Bus.-Studio Address.....Logan-Helm Library, Versailles; Hotel Lafayette, Lexington
Phone Number..Versailles 654; Lexington 6267
Transmitter Location....Leestown & Yarnalton-Ironworks Rds., Fayette Co.
Air Time .....Unlimited
News Service .....INS
Representative .....Taylor-Borroff
Membership .....NAB
President.....A. B. Chandler
Gen.-Sta.-Comm. Mgr....Fred W. Wagenvoord
Program-Production Dir.....Edwin L. Rogers
Publicity Director.....Margaret Middendorf
Chief Announcer.....Don Horton
Musical Director.....Gordon Brown
Chief Engineer.....Paul Dunbar
Farm Editor.....Jim Galloway

Roland Trenchard, Radio Station WAAT, Newark, N. J.: "We at WAAT believe there is only one radio news service — The **AP.** We have tried all the news services, and it is **AP** for us."—From the Minutes of the New Jersey Associated Press Radio Association, September 17, 1948.

# All This and More Too

with

5000 WATTS DAY
1000 WATTS NIGHTS

MONROE LOUISIANA

# KMLB

## KMLB has more listeners than all other stations combined in Northeastern Louisiana

Authenticated listening surveys prove that for the FOURTH STRAIGHT YEAR KMLB has more listeners in Monroe and Northeastern Louisiana than all other stations combined! A rich, luscious $103,629,000 market reached only by KMLB.

REPRESENTED BY

TAYLOR-BORROFF & COMPANY, INC.

AFFILIATED WITH

AMERICAN BROADCASTING CO.

J. C. LINER, Mgr.

# LOUISIANA

*Estimated Population 2,576,000—Increase +9.0%—Radio Homes 564,900*
*Total Families 671,100—Stations in State 35*

## KROF

### ABBEVILLE—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Abbeville Bcstg. Serv. Inc.
Business Address.....Box 306
Phone Number .....90
Studio-Transmitter Location .....Abbeville-LaFayette Hway. U. S. 167
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Membership .....NAB
General-Station-Comm. Mgr...George P. Martin
Program-Publicity Dir.....Ebba Lou Martin
Chief Engineer.....Gordon Anderson
Farm Editor.....Alson Soirez

## KALB

### ALEXANDRIA—1935—ABC-LA. NET

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By...Alexandria Bcstg. Co., Inc.
Business-Studio Address....505½ Johnston St.
Phone Number .....2-3335-6
Transmitter Location .....Wardville
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
President.....Walter H. Allen
General Manager.....Willard L. Cobb
Station Director.....Fred Ohl
Commercial Manager.....Walter D. Melson
Sales Promotion Mgr.....Claude Cunningham
Program Director.....Harper Clark
Production Director.....Eleanor Hall Wagner
Publicity Director.....Marie Rachal
Chief Announcer.....Alex Marchand
Musical Director.....Jane Keith
Chief Engineer.....Jesse R. Sexton
Farm Editor.....Mary Cole

## KSYL

### ALEXANDRIA—1947—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KSYL
Bus.-Studio-Transmitter Address....Bolton Ave. Ext.
Phone Number .....6611
Air Time.....6 a.m.-11:35 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative....Burke, Kuipers & Mahoney
Membership .....NAB, BMB
Co-Partners..Harold Wheelahan & Sylvan Fox
General-Station Manager.....Paul H. Goldman
Commercial-Sales Prom. Mgr.....Milton Fox
Program-Production Dir.....Bruce Rainey
Publicity Director.....Jack McCall
Chief Announcer.....Paul Mitchell
Musical Director.....Bruce Rainey
Chief Engineer.....E. W. McDonald
Farm Editor.....Bill Ingram

## KVOB

### ALEXANDRIA—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Louisiana Bcstg. Corp.
Business-Studio Address.....1710 Jackson St.
Phone Number .....9568
Transmitter Location.....Upper Third St.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Membership .....NAB
General-Station Manager.....W. H. Dick
Commercial Manager.....Joel Hirsch
Program Director.....Pat McCusker
Chief Announcer.....Tommy Erwin
Musical Director.....Don Breitenmoser
Chief Engineer.....Glenn Peebles

## KTRY

### BASTROP—1948

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Oper. By...Morehouse Bcstg. Co., Inc.
Bus.-Studio Address....217 S. Washington St., P. O. Box 193
Phone Number .....1400
Transmitter Location.....N.W. of City
Air Time.....Sunrise-local sunset
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Friedenberg
Membership .....NAB
President .....Nathan Bolton
General Manager.....Gene P. Loffler
Commercial Manager.....Salvador Scarpino
Chief Engineer.....S. E. Eckhardt

## WAFB

### BATON ROUGE—1948—MBS

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Oper. By.....Modern Bcstg. Co. of Baton Rouge, Inc.
Business-Studio Address.....1048 Florida St.
Phone Number .....4-8571
News Service .....AP
Transcription Service .....Thesaurus
President.....Louis S. Prejean
General Manager.....Tom E. Gibbens
Prog. Dir., Prom. Mgr.....Max Fetty
Chief Engineer.....Donald K. Allan

# WCLA

## BATON ROUGE—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By....Community Bcstg. Co.
Business-Studio Address.....P. O. Box 1226
Phone Number .....4-9493-4
Transmitter Location.....North Baton Rouge
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
General-Station Mgr., Pub. Dir...H. W. Bumpas
Comm.-Sales Prom. Mgr.....Robert Dale, Owen Perry
Program Director.....Scott W. Erwin
Production Director.....Robert Earle
Musical Director.....Gladys Edwards
Chief Engineer.....E. E. Case
Farm Editor.....Claude N. Campbell, Jr.

# WJBO

## BATON ROUGE—1934
## NBC-LA. NET

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By..Baton Rouge Bcstg. Co., Inc.
Business-Studio Address.....444 Florida St.
Phone Number .....2-5271
Transmitter Location.....Rosevelt Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....World, Standard
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Charles P. Manship, Jr.
V.P., General Manager.....Roy Dabadie
Sec.-Treas., National Sales Manager.....Charles C. Garvey
Program Director.....Ralph H. Sims
Prod. Dir., Chief Announcer..Robert H. Scearce
Publicity Director.....Larry Rhodes
Music Librarian.....Frank Donaldson
Chief Engineer.....Vernon E. Dudley

# WLCS

## BATON ROUGE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Air Waves, Inc.
Business Address.....204 North St.
Phone Number .....24411
Transmitter Location.....3399 Broussard
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Associated, Capitol, Cole, SESAC
Representative....Burke, Kuipers & Mahoney
Membership.....NAB, BMB, FMA
President.....Harry B. Nelson
General-Station Manager.....Earl Smith
Commercial Manager.....A. Lamar Simmons
Sales Promotion Mgr.....Martha Hundemer
Program Director.....H. Hershel Lyons
Publicity Director.....Mildred Bland
Musical Director.....Carolyn Petrich
Chief Engineer.....Edward Van Valkenburg
Farm Editor.....Daisy Lee Boyd

# WIKC

## BOGALUSA—1947—LA.-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....I. K. Corkern, Jr.
Business Address.....Box 811
Phone Number .....1906
Studio-Transmitter Address..N. Rio Grande St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB
President, Gen.-Station Mgr...I. K. Corkern, Jr.

# KSIG

## CROWLEY—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Acadia Bcstg. Co.
Bus.-Studio Address....101 N. Parkerson Ave.
Phone Number.....1450-1, 544
Transmitter Location.....Odd Fellow Rd. & U. S. 90
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Associated, World
Representative.....Joseph Hershey McGillvra
Membership .....NAB
Owner .....Max Thomas
General Manager.....B. Hillman Bailey, Jr.
Commercial Manager.....Lauren R. Stagg
Program Director.....Freda S. Thomas
Chief Engineer.....Clovis L. Bailey
Farm Editor.....J. C. Hoffpauir

# WIHL

## HAMMOND—1947—KBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned-Operated By.....Superior Enterprises
Business-Studio Address....500 W. Morris St.
Partners...Joseph A. Sims, Henry A. Mentz, Jr.

# KCIL

## HOUMA—1946—MBS-LA.

Frequency: 1490 Kc.....Power: 250 Watts d.
Owned-Operated By....Charles W. Lamar, Jr.
Business Address.....P. O. Box 1031
Phone Number .....6828-9
Studio-Transmitter Location....Bayou Black Dr.
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
Representative.....Burke, Kuipers & Mahoney
Membership .....NAB, BMB
Owner.....Charles W. Lamar, Jr.
General Manager.....Frank Conwell
Commercial Manager.....Dick Walsh
Program Director.....George Arcenaux

Chief Announcer, Musical Dir.....Ovide Davis
Chief Engineer.....Donald L. Jones
Farm Editor.....Frank King

# KVOL

## LAFAYETTE—1935—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Evangeline Bcstg. Co.
Business-Studio Address..519 S. Buchanan St.
Phone Number.....336, 2101
Transmitter Location....Scott Rd., 1 Mi. W. of Four Corners
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service...Thesaurus, MacGregor
Membership .....NAB, BMB
President .....Morgan Murphy
General Manager.....George H. Thomas
Sales Prom. Mgr., Prog. Dir...Evan H. Hughes
Chief Engineer.....C. T. Hook
Farm Editor.....Allison Theriot

# KLOU

## LAKE CHARLES—1947
## CBS-LA. NET

Frequency: 1580 Kc.....Power: 1000 Watts
Owned-Oper. By..The Pelican Bcstg. Co., Inc.
Business-Studio Address....134 Clarence St.
Phone Number .....7277-8
Transmitter Location.....North Lake Charles, P .O. Box 288
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Associated
Representative .....Walker
Membership .....NAB, BMB
President, Gen. Mgr.....H. Vernon Anderson
Station Director.....G. Frank Carroll, Jr.
Commercial Manager.....Eugene S. Cuny
Sales Promotion Mgr.....Kenneth I. Albrecht
Program Director.....James H. Jesse
Production Director.....Annelle H. Bulechek
Publicity Director.....Lucille Storer
Chief Announcer.....James V. McConnell
Secretary-Treasurer.....Sara M. Anderson
Chief Engineer.....Andrew Vargo
Farm Editor.....Charles C. Collet, Jr.

# KPLC

## LAKE CHARLES—1935
## NBC-LA. STATE

Frequency: 1470 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Calcasieu Bcstg. Co.
Business-Studio Address.....Majestic Hotel
Phone Number .....2713
Transmitter Location.....3 Mi. W. of City
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
President.....T. B. Lanford
General Manager.....David Wilson
Station Manager.....R. M. White
Commercial Manager.....P. E. Mills, Jr.
Sales Prom. Mgr., Publicity Director, Farm Editor.....Tom Journeay
Program Director.....Hester Taylor
Production Director.....Jim Toth
Chief Announcer.....J. Hampton Keathley
Chief Engineer.....A. B. Craft

# KWSL

## LAKE CHARLES—1947
## MBS-LIBERTY

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Alonzo Stanford Dudley
Business Address.....P. O. Box 1399
Phone Number.....6-1401, 3634
Studio-Transmitter Location.....Mill St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Cole, Lang-Worth
Representative .....Friedenberg
General-Station Manager..A. Stanford Dudley
Commercial Manager.....William F. Hession
Sales Promotion Manager.....Roger Hathorn
Program-Production Director, Chief Announcer.....Bob Thompson
Publicity Director.....Helen Shea
Musical Director.....Roger Hathorn
Chief Engineer.....Jack Blacketer

# KMLB

## MONROE—1930—ABC-LA.

Frequency: 1440 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Liner's Bcstg. Station, Inc.
Business Address.....P. O. Box 1723
Phone Number.....L. D. 25
Studio Address.....Francis Hotel
Transmitter Location.....Millhaven Rd.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....J. C. Liner, Sr.
Gen.-Sales Prom. Manager....M. Liner Gaston
Program Director.....Marjorie Watson
Commercial Manager.....John Allen
Chief Engineer.....O. L. Morgan

*(See Page 434)*

# KNOE

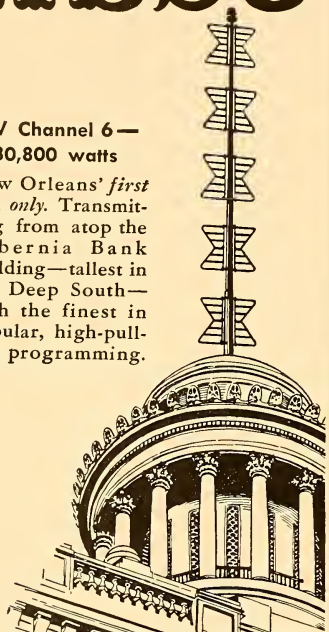
## MONROE—1944—NBC-LA.

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....James A. Noe
Business-Studio Address.....Bernhardt Bldg.
Phone Number .....912
Transmitter Location.....23rd St.
Air Time .....5 a.m.-M.
News Service .....AP

*First with the most in*

**NEW ORLEANS**

# WDSU



**TV Channel 6—**
**30,800 watts**

New Orleans' *first* and *only*. Transmitting from atop the Hibernia Bank Building—tallest in the Deep South—with the finest in popular, high-pulling programming.

**AM 1280 kc—5000 watts**

Covering New Orleans, South Louisiana and the Gulf Coast.

**FM 287 kc—15,000 watts**
(licensed 155,000 watts)

WDSU's dominant Hooperatings, pioneering service and high listener loyalty is THE buy in New Orleans!

NEW ORLEANS ABC AFFILIATE

**WDSU**

Represented by the John Blair Company

## • • • LOUISIANA • • •

Transcription Service.....Capitol, Associated
Representative....Burke, Kuipers & Mahoney
Membership .....NAB
President .....James A. Noe
General Manager.....Robert W. Dumm
Commercial Manager.....Lloyd Lenard
Program Director.....Bill Stanley
Chief Engineer.....Jack Ratliff

## KWCJ

**NATCHITOCHES—1947**
**MBS-LA. NET-KBS**

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Natchitoches Bcstg. Co.
Business-Studio Address.....Box 232
Phone Number .....2353
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, KBS
Membership .....NAB, BMB
President.....Dr. William H. Pierson
General Manager.....Charles L. Planchard
Farm Editor.....Kenneth M. Dowty
Chief Engineer.....Carroll G. Crew

## KANE

**NEW IBERIA—1946—MBS**

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....New Iberia Bcstg. Co.
Business-Studio Address...101 W. St. Peter St.
Phone Number .....965
Transmitter Location.....1102 W. Main St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....SESAC, Standard
Membership .....NAB
General Manager.....George H. Thomas
Station Manager.....Dierrell Hamm
Comm.-Sales Prom. Mgr.....Charles Bradford
Program Director.....Jerry Viator
Chief Announcer.....Donald Bonin
Musical Director.....Kearney Escagne
Chief Engineer.....Errett Prichard
Farm Editor.....Kearney Escagne

## WDSU

**NEW ORLEANS—1923**
**ABC-LA.-UN**

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Oper. By.....International City Bcstg. Service, Inc.
Business-Studio Address.....Monteleone Hotel
Phone Number.....Ra. 7135
Transmitter Location .....Gretna
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Associated
Representative .....John Blair
Membership .....NAB, BMB
President.....Edgar B. Stern, Jr.
Exec. V.-P. .....Robert Swezey

Commercial Manager.....Charles Price
Sales Prom. Mgr., Pub. Dir.....Ray A. Liuzza
Program-Production Dir.....Stanley Holiday
Chief Announcer.....Gay Batson
Musical Director.....Norman Bell
Chief Engineer.....Lindsey Riddle
Farm Editor.....Dick Bruce

# WJBW

## NEW ORLEANS—1926

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....C. C. Carlson
Business-Studio Address.....924 Canal St.
Phone Number.....Ma. 3488-9
Transmitter Location.....3617 Bruxelles St.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative.....W. G. Rambeau
Membership .....NAB
President, Gen.-Station Mgr.....C. C. Carlson
Comm.-Sales Prom. Mgr.,
Publicity Director.....Pat J. Shannon
Prog.-Prod. Dir., Chief Announcer,
Musical Director.....Harry Nigocia
Chief Engineer.....Charles Whitney

# WJMR

## NEW ORLEANS—1946

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....Supreme Bcstg. Co.
Bus.-Studio-Transmitter Address....Jung Hotel, Canal St.
Phone Number.....Ca. 0356
Air Time .....Daytime
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representative .....Forjoe
Membership.....NAB, BMB, FMA
President .....William Cortada
Gen.-Station-Comm.-Sales Promotion
Mgrs....George A. Mayoral, S. W. Ray, Jr.
Program Director.....Meredith Gibson
Production Director.....Bertha Simpson
Publicity Director.....Henry J. Thiele, Jr.
Chief Engineer.....George A. Mayoral

# WNOE

## NEW ORLEANS—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....James A. Noe
Business-Studio Address.....St. Charles Hotel
Phone Number.....Raymond 0423-4
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative.....Burke, Kuipers & Mahoney
Membership .....NAB
Owner.....James A. Noe
General-Station Manager....James E. Gordon
Commercial Manager.....Paul Beville
Program Director.....Beverly Brown
Production Director.....Eldon Durand
Publicity Director.....Larry Wilson
Musical Director.....Bert Peck
Chief Engineer.....Albert Bourgeois

# WSMB

## NEW ORLEANS—1925
## NBC-SO. CENTRAL

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....WSMB, Inc.
Business-Studio Address.....901 Canal St.
Phone Number.....Magnolia 5921
News Service .....AP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Edward Petry
President.....E. V. Richards
General Manager.....H. Wheelahan
Comm.-Prom. Mgr.....T. J. Fontelieu
Program Director.....Harry Arthur
Chief Engineer.....H. G. Nebe

# WTPS

## NEW ORLEANS—1948

Frequency: 940 Kc.....Power: 1000 Watts d.
Owned-Oper. By....The Times Picayune Pub. Co.
Business Address.....601 Howard Ave.
Phone Number.....Canal 5561
News Service .....AP
Transcription Service .....World
General Manager.....H. F. Wehrmann
Commercial Manager.....John R. O'Meallie
Program Director.....Myron J. Clarke

# WWEZ

## NEW ORLEANS—1947

Frequency: 690 Kc.....Power: 5000 Watts
Owned-Opertaed By.....Sky Bcstg. Service
Bus.-Studio Address.....Hotel New Orleans
Phone Number.....Canal 3521
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
President.....A. L. Chilton
General-Station Manager.....Joe A. Oswald
Chief Engineer.....Harrison Mondy

# WWL

## NEW ORLEANS—1922—CBS

Frequency: 870 Kc.....Power: 50,000 Watts
Owned-Operated By.....Loyola University
Address .....Roosevelt Hotel
Phone Number.....Raymond 2194-5-6-7
Air Time .....Unlimited
News Service.....UP, AP
Transcription Service.....Standard, World
Representative .....Katz
Membership .....NAB, BMB
President.....Rev. Thomas J. Shields
Gen.-Station Mgr.....W. H. Summerville

Comm. Manager.....Larry Baird
Promotion Manager.....Jack Halladay
Program Director.....E. M. Hoerner
Chief Engineer.....J. D. Bloom, Jr.

# KSLO

## OPELOUSAS—1947
## MBS-LA. NET-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KSLO Bcstg. Co.
Business Address.....P. O. Box 392
Studio Address.....KSLO Bldg.
Phone Number .....3776
Air Time .....Unlimited
Transcription Service.....World, KBS
News Service .....UP
Representative.....Sears & Ayer
General Manager.....W. Eugene Jones
Commercial Manager.....Jack White
Program Director.....John Chauvin
Publicity Director.....Chuck Denson
Chief Engineer.....Freddie He Bert

# KRUS

## RUSTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ruston Bcstg. Co.
Bus.-Studio Address...105 E. N. Railroad Ave.
Phone Number .....1490
Transmitter Location...Hway. 80, 2 Mi. W. of City
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB, BMB
President.....C. E. Faulk, Jr.
General Manager.....Lloyd A. Goodin
Commercial Manager.....James A. Culberson
Program Director.....Kenneth L. Whitaker
Chief Engineer.....Henry Shean

# KENT

## SHREVEPORT—1947—MBS

Frequency: 1550 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Frank H. Ford
Business-Studio Address.....311 Milam St.
Phone Number .....3-3681
Transmitter Location.....Blanchard Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NAB, BMB
Owner, General Manager.....Frank H. Ford
Commercial Manager.....Frank H. Ford, Jr.
Promotion Manager.....Elsa R. Schlubach
Program-Production Dir.....Todd Branson
Publicity Director.....Elsa R. Schlubach
Chief Engineer.....L. J. Carlson

# KRMD

## SHREVEPORT—1928—ABC-LA.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station KRMD
Bus.-Studio Address.....New Jefferson Hotel, P. O. Box 1712
Phone Number .....6171
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....T. B. Lanford
General-Station Manager.....G. V. Wilson
Station Director.....W. L. Switzer
Program-Publicity Dir.....Elizabeth V. Alford
Chief Engineer.....Carl Goulden

# KTBS

## SHREVEPORT—1922
## NBC-TEXAS QUALITY

Frequency: 710 Kc.....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By.....Radio Station KTBS, Inc.
Business-Studio Address..312 E. Kingshighway
Phone Number .....7-3644
Transmitter Location...1.5 Mi. W.S.W of Dixie
Air Time.....6 a.m.-M.
Transcription Service..Thesaurus, Lang-Worth
Representative .....Edward Petry
Membership .....NAB, BMB
President.....Allen D. Morris
General-Station Manager.....C. K. Beaver
Commercial Manager.....Neil Cline
Sales Prom. Mgr., Pub. Dir.....C. W. Doebler
Program Director.....Deane Flett
Production Director.....David Kent
Chief Engineer.....C. H. Maddox
Farm Editor.....Charles Phillips

# KWKH

## SHREVEPORT—1925
## CBS-SOUTHCENTRAL QUALITY

Frequency: 1130 Kc.....Power: 50,000 Watts
Owned-Operated By..International Bcstg. Corp.
Business-Studio Address....Commercial Bldg., P. O. Box 1387
Phone Number .....2-8711
Transmitter Location .....Dixie
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Branham
Membership .....NAB, BMB
President.....John D. Ewing
General-Station Manager.....Henry B. Clay
Comm.-Asst. Mgr.....B. G. Robertson
Prom. Mgr., Pub. Dir.....James T. Briggs
Program Director.....Horace Logan
Production Director.....Joyce Culbertson
Chief Engineer.....W. E. Antony

# MAINE

*Estimated Population 900,000—Increase +6.2%—Radio Homes 260,500*
*Total Families 273,900—Stations in State 15*

## WFAU

### AUGUSTA—1946—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....The Twin City Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address...160 Bangor St.
Phone Number .....2540
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
Membership .....NAB
President .....Faust Couture
General Manager.....Robert I. Payne
Program Director.....Norman Gallant
Chief Engineer.....Robert H. Parker

## WRDO

### AUGUSTA—1932—NBC-NERN

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRDO, Inc.
Business-Studio Address.....175 Water St.
Phone Number .....2285
Transmitter Location .....Chelsea
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative....Weed & Co., Bertha Bannan
Membership .....NAB, BMB
President.....Adeline B. Rines
General-Station Manager.....Jack S. Atwood
Comm.-Sales Prom. Mgr.....Donald K. Powers
Program-Production Dir.....Leslie R. Hubley
Musical Director.....Dan Kelly
Chief Engineer.....Harold T. Dinsmore
Farm Editor.....Linwood H. Brofee

## WABI

### BANGOR—1921—CBS

Frequency: 910 Kc.....Power: 5000 Watts d.
Owned-Oper. By....Community Bcstg. Service
Business-Studio Address.....57 State St.
Phone Number .....6446-7
Transmitter Location.....Wilson St., Brewer
Air Time.....6:20 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative.....Adam J. Young, Jr., Kattel-Carter
Membership .....BMB
President, General Manager....F. B. Simpson
Sales Promotion Manager.....Guy Carey
Program-Production-Musical Dir...Harold Dorr
Chief Engineer.....Walter Dickson

## WGUY

### BANGOR—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Guy Gannett Bcstg. Services
Operated By.....Radio Station WGUY
Business Address.....Box 732
Phone Number .....7354
Studio-Transmitter Location..329 Mt. Hope Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service.... Lang-Worth, SESAC
Representative.....Paul H. Raymer
Membership .....BMB, FMA
President.....Guy P. Gannett
General Manager.....Lawrence W. Stubbs
Station Manager.....Samuel G. Henderson, Jr.
Commercial Manager.....Harvey M. Grant
Program Director.....Elisabeth A. Kihlmire
Publicity & Promotion.....George F. Mulherin
Chief Engineer.....Lauris P. MacGown

## WJOR

### BANGOR—1946
### MBS-YANKEE-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Bangor Bcstg. Service, Inc.
Business-Studio Address.....22 State St.
Phone Number.....Bangor 5612
Transmitter Location.....Bangor
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Keystone
Representative .....Forjoe
President .....Stephen Velardi
Station Manager.....Lawrence Slon
Program Director.....Lawrence Slon
Chief Engineer.....Stephen Velardi

## WLBZ

### BANGOR—1926—NBC-NERN

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Maine Bcstg. Co.
Business-Studio Address.....100 Main St.
Phone Number.....Bangor 6023
Transmitter Location .....Broadway
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership .....NAB, BMB
President.....William H. Rines
Station Manager.....Edward E. Guernsey
Program Director.....Irving S. Hunter
Publicity Director.....George Chapman
Musical Director.....Norman Lambert
Chief Engineer.....John Wibby
Farm Editor.....Linwood Broffee

# WIDE

## BIDDEFORD—1948

Freqeuncy: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Biddeford Bcstg. Corp.
Business-Studio Address.....234 Main St.
Phone Number .....3467
News Service .....UP
Transcription Service .....Capitol
President, Gen.-Comm. Mgr...Gordon J. Lewis
Production Manager.....Lucien Dumont
Chief Engineer.....Arthur A. Deters

# WCOU

## LEWISTON—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Twin City Bcstg. Co., Inc.
Business-Studio Address.....223 Lisbon St.
Phone Number .....3140
Transmitter Location.....East Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard, SESAC
Representative.....Forjoe, Bertha Bannan
Membership .....NAB, BMB
Owner-Executive .....Faust Couture
General-Station Mgr.....John C. Libby
Program Director.....Eugene Parker

*Covering Central Maine*
with 3 outlets

WCOU

&

WCOU-FM
93.9 MGS
*of Lewiston*

WFAU
*of Augusta*

•

MUTUAL
YANKEE

•

*Represented Nationally by*
Forjoe & Company
New York

Publicity Director.....Hal Alberghini
Musical Director.....Marion Payne Louistell
Chief Engineer.....Donald Mason

# WLAM

## LEWISTON—1947—ABC

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lewiston-Auburn Bcstg. Corp.
Business-Studio Address.....129 Lisbon St.
Phone Number .....4-5401-2
Transmitter Location..Washington St., Oakdale
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative.....Adam J. Young, Jr., Kettell-Carter
Membership .....NAB, BMB
President, Station Mgr.....Elden H. Shute, Jr.
General Manager.....Frank S. Hoy
Commercial-Sales Prom. Manager, Publicity Director.....Gerald T. Higgins
Program Director.....William Finkeldey
Musical Director.....Bert Cote
Chief Engineer.....Leslie R. Hall

# WCSH

## PORTLAND—1925
## NBC-NERN-ME.

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Oper. By....Congress Square Hotel Co.
Business-Studio Address.....157 High St.
Phone Number .....2-0181
Transmitter Location .....Scarboro
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Weed, Bertha Bannan
Membership .....NAB, BMB
President.....Adeline B. Rines
Station Manager.....William H. Rines
Commercial Manager.....Albert W. Smith
Sales Promotion Mgr.....Rudolph O. Marcoux
Program Director.....Arthur Owens
Publicity Director.....Linwood T. Pitman
Musical Director.....Norman Ayres
Chief Engineer.....G. Fred Crandon
Farm Editor.....Linwood H. Brofee
News Director.....John F. Hogan, Jr.

# WGAN

## PORTLAND—1938—CBS

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Guy Gannett Bcstg. Services
Business-Studio Address.....390 Congress St., P. O. Box 1731
Phone Number .....2-7423
Transmitter Location .....Riverton
Air Time .....Unlimited

News Service ..... AP, UP
Transcription Service ..... Lang-Worth
Representative ..... Paul H. Raymer
Membership ..... NAB
President ..... Guy P. Gannett
General Manager ..... Lawrence H. Stubbs
Station Manager ..... Creighton E. Gatchell
Commercial Manager ..... Arthur K. Atherton
Sales Promotion Manager,
Publicity Director ..... Francis H. Farnum, Jr.
Program-Production Dir. ..... Richard E. Bates
Chief Engineer ..... Roger W. Hodgkins

# WMTW

## PORTLAND—1946—MBS-YANKEE

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Oper. By .... The Yankee Network, Inc.
Bus.-Studio-Transmitter Address ..... Falmouth Hotel
Phone Number ..... 4-2649
Air Time ..... 6 a.m.-1 a.m.
News Service ..... AP
Transcription Service .... Associated, Standard, SESAC
Representative ..... Edward Petry
Membership ..... NAB, BMB
Station Manager ..... William S. Brown
Program Director ..... Donald J. Curran
Chief Announcer ..... Richard D. Smith
Chief Engineer ..... Gerald J. Hession

# WPOR

## PORTLAND—1946—ABC

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Oliver Bcstg. Co.
Business-Studio Address .. The Chapman Bldg.
Phone Number ..... 3-8111
Transmitter Location ..... Baxter Blvd.
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Adam J. Young, Jr., Kettell-Carter
Membership ..... NAB, BMB
Pres., Gen.-Station Mgr. ..... Murray Carpenter
Comm.-Sales Prom. Mgr. .... Leon P. Gorman, Jr.
Program-Production Publicity Director,
Farm Editor ..... Richard Bronson
Chief Announcer ..... S. Blake Ellis
Musical Director ..... Robert O'Wril
Chief Engineer ..... Roger L. Perry

# WAGM

## PRESQUE ISLE—1931—KBS

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Operated By .... Aroostook Bcstg. Corp.
Business-Studio Address ..... 180 State St., W.
Phone Number ..... 8821
Transmitter Location ... U. S. Route 1, 4 Mi. N. of City
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Associated, SESAC, Keystone
Representative ..... Continental Radio, Bertha Bannan
Membership ..... NAB, BMB
President ..... Harry E. Umphrey
General-Staion Manager .... Harold D. Glidden
Commercial Manager ..... Forrest Craig
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir.,
Farm Editor ..... Ted Coffin
Chief Announcer, Musical Dir. .. Clayton Smith
Chief Engineer ..... Lester E. Hughes

# WTVL

## WATERVILLE—1946—ABC

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... Kennebec Bcstg. Co.
Business-Studio Address ..... 36 Silver St.
Phone Number ..... 2700-1
Transmitter Location ..... 140 Benton Ave., Winslow
Air Time ..... 6:30 a.m.-M.
News Service ..... AP
Transcription Service ..... Standard
Representative ... Robert Meeker, Kettell-Carter
Membership ..... NAB, BMB
Pres., Gen.-Station Mgr. ..... Carleton D. Brown
Comm.-Sales Prom. Mgr. ..... Harold L. Vigue
Program-Production Dir. ..... Paul Huber
Chief Engineer ..... Donald H. Sutherland

For the best in radio news writing—

AP

Available through membership

# WBAL and WBAL-TV Mean Business in Baltimore!

NBC AFFILIATE

Nationally Represented By Edward Petry Co.

# MARYLAND

*Estimated Population 2,148,000—Increase +17.9%—Radio Homes 560,200*
*Total Families 585,200—Stations in State 20*

## WANN

### ANNAPOLIS—1946

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By...Annapolis Bcstg. Corp.
Business-Studio Address.....25 School St., P. O. Box 749
Phone Number.....Annapolis 2500
Transmitter Location.....Bay Ridge Rd.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
President, General Mgr.....Morris H. Blum
Station-Commercial Mgr.....Thomas S. Carr
Chief Engineer.....Bruce W. Harris

## WASL

### ANNAPOLIS—1946

Frequency: 810 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Chesapeake Radio Corp.
Business Address.....Box 612, P. O. Bldg.
Phone Number .....9211
Transmitter-Studoi Location.....Truxton Hgts.
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....World
Membership .....NAB
President .....Robert Blalock
General Mgr.....Robert L. Blalock
Sales Prom. Mgr., Prog.-Musical Director .....Earle Caton
Publicity Director.....Carol Bond
Chief Announcer.....Harrison Eggles
Chief Engineer.....Stanley Leck, Jr.

## WBAL

### BALTIMORE—1925—NBC

Frequency: 1090 Kc.....Power: 50,000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Address.....2610 N. Charles St.
Phone Number.....Hopkins 3000
Transmitter Location.....Winans Rd., Randallstown
Air Time .....Unlimited
News Service.....INS, UP, AP
Transcription Service.....World, Thesaurus
Representative .....Edward Petry
Membership .....NAB, BMB
General Manager.....Harold C. Burke
Commercial Manager.....Kenneth L. Carter
Program Director.....John Dickman
Chief Engineer.....Harold See

## WBMD

### BALTIMORE—1947

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Key Bcstg. Corp.
Business-Studio Address.....2 W. Eager St.
Phone Number .....Mulberry 7095-6-7
Transmitter Location.....2901 Moravia Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....George E. Hull
General Manager.....H. Shelton Earp, Jr.
Commercial Manager.....Merrill L. Carroll
Prog. Dir., Chief Announcer....Tom O'Connor
Chief Engineer.....Russell H. Morgan

## WCAO

### BALTIMORE—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Monumental Radio Co.
Business-Studio Address.....1102 Charles St.
Phone Number.....Mulberry 0600
Transmitter Location.....Park Hgts. Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....Lewis M. Milbourne
Exec. V.P., General-Station Manager.....L. Waters Milbourne
Program Director.....George L. Filling
Chief Engineer.....Martin L. Jones

## WFBR

### BALTIMORE—1922—ABC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By..The Baltimore Radio Show, Inc.
Business-Studio Address.....10 E. North Ave.
Phone Number.....Mulberry 1300
Transmitter Location.....701 Waterview Ave.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB
President.....Robert S. Maslin
V.P., Treas., Actg. Mgr...John H. L. Trautfelter
Commercial Manager.....William R. Dothard
Sales Promotion Manager....William B. Roche
Program-Production Dir.....Bert Hanauer
Publicity Director.....Robert S. Maslin, Jr.
Musical Director.....Joseph Imbrogulio
Chief Engineer.....William Q. Ranft

# In Baltimore the BIGGEST BARGAIN in Radio is W-I-T-H

## the big independent with the big audience

**W-I-T-H** delivers more-listeners-per-dollar than any other station in town.

**W-I-T-H** covers 92.3% of all the radio homes in the Baltimore trading area.

See your Headley-Reed man today for the full story about radio station W-I-T-H.

**W-I-T-H**

**AM** Baltimore Maryland **FM**

Tom Tinsley, *President* • *Represented by* Headley-Reed

# WCBM

## BALTIMORE—1924—MBS

Frequency: 1400 Kc. (CP 680).....Power: 250 Watts (CP 10,000 d.; 5000 n.)
Owned-Oper. By.....Baltimore Bcstg. Corp.
Bus.-Studio Address....Harford & North Aves.
Phone Number.....Belmont 8400
News Service.....UP, INS
Transcription Service .....Associated
Representative .....Weed
President, Comm. Manager.....John Elmer
General Manager.....George H. Roeder
Program Director.....Charles A. Roeder
Chief Engineer.....G. Porter Houston

# WITH

## BALTIMORE—1941

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Maryland Bcstg. Co.
Business-Studio Address....7 E. Lexington St.
Phone Number.....Lexington 7808
Transmitter Location.....1230 Curtain Ave.
Air Time.....24 Hrs.
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB, FMA
Pres., Gen.-Sta. Mgr.....Thomas G. Tinsley, Jr.
V.P., Commercial-Sales Promotion Manager.....Robert C. Embry
Program-Production Dir.....William Warren
Publicity Director.....Mae Hughes
Musical Director.....Anna Ray Suter
Chief Engineer.....James S. Duff

# WSID

## BALTIMORE—1947

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sidney H. Tinley
Business-Studio Address.....136 Eastern Ave.
Phone Number.....Peabody 8150
Transmitter Location .....Essex
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....MacGregor, Capitol
Representative .....Forjoe
Membership .....NAB
President.....Sidney H. Tinley
General Manager.....Howard S. Frazier
Station Manager.....Jay Nielsen
Comm.-Sales Promotion Mgr.....Armand Terl
Program Director.....Jay Nielsen
Chief Engineer.....Ben Wolfe


MORE POWER AND A BETTER PLACE ON THE DIAL!
In 1949 we move to

KILOCYCLES
with 10,000 watts
—and that means more SELLING POWER for advertisers using

Baltimore's Listening Habit

John Elmer, President
George H. Roeder, General Manager

WCBM

Mutual Broadcasting System

Exclusive National Representatives
WEED & COMPANY
NEW YORK, CHICAGO, BOSTON, DETROIT, ATLANTA, HOLLYWOOD, SAN FRANCISCO

WTBO

your

Tri-STATE

Voice

Maryland

WTBO

Pennsylvania West Va.

NBC

Affiliation

Cumberland, Maryland



## WBCC

### BETHESDA-CHEVY CHASE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Oper. By..Broadcast Management, Inc.
Business-Studio Address.....5 Wilson Lane
Phone Number.....Oliver 2800
Transmitter Location.....Kenwood Golf Club
Air Time .....Daytime
News Service .....UP
Transcription Service..Lang-Worth, Associated
Membership .....NAB
President.....Willard D. Egolf
Commercial Manager.....John Haskell
Sales Promotion Manager.....Phil Davison
Program Director.....Grace Campbell Egolf
Chief Engineer.....Vernon Story

## WCMD

### CAMBRIDGE—1947

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....The Cambridge Co.
Bus.-Studio-Transmitter Address.....The Pines
Phone Number .....1580
Air Time .....Unlimited
News Service .....UP
Transcription Service....Standard, MacGregor
Membership .....NAB
Partners.....James H. Littlepage, Thomas P. Littlepage
General Manager.....John Schneider, III
Commercial Manager.....James H. Wood
Program Director.....Edward H. Brigham
Musical Director.....Thomas Maguire
Chief Engineer.....Frederick W. Fischer

## WTBO

### CUMBERLAND—1928—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Cumberland Bcstg. Co.
Business-Studio Address.....31 Frederick St.
Phone Number .....299
Transmitter Location.....Reservoir Ave.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Membership .....NAB, BMB
Managing Partner, Sta.-Comm.-Sales Promotion Manager.....Aurelia S. Becker
Chief Engineer.....William Selleck
Farm Editor.....Robert Rosamond

## WCUM

### CUMBERLAND—1948—CBS

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Oper. By.....The Tower Realty Co.
Bus. Address.....William Rd., P. O. Box 360
Phone Number .....5400-1
Studio-Transmitter Address....William Rd. & E. City Line

Air Time .....Unlimited
News Service.....AP, Transradio
Transcription Service .....Standard
Representative.....Adam J. Young, Jr.
Membership .....NAB
President.....Karl P. Steinmann
Gen.-Sta. Mgr., Prog. Dir.....Floyd V. Cozard
Comm.-Sales Prom. Mgr.....William Leach
Publicity Director.....Wilbur Bishop
Chief Engineer.....Howard M. Burns, Jr.

# WFMD

## FREDERICK—1936—CBS-MD. NET

Frequency: 930 Kc.....Power: 500 Watts
Owned-Operated By.....Monocacy Bcstg. Co.
Business-Studio Address.....Winchester Hall
Phone Number .....1626
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
President, Owner.....Laurence Leonard
General-Station Manager.....Bill Hardy
Asst. Mgr., Chief Engr.....James W. Robertson

# WARK

## HAGERSTOWN—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Antietam Bcstg. Corp.
Business-Studio Address....128 S. Prospect St.
Phone Number .....4500
Transmitter Location.....Commonwealth Rd.
News Service .....AP
Representative.....Robert W. Meeker
Membership .....NAB
Chairman of Board.....R. J. Funkhouser
General-Sales Prom. Mgr...Stewart W. Phillips
Commercial Manager....Samuel E. Phillips, Jr.
Prog. Dir., Farm Editor.....Hunter Reams
Pubicity Director.....Jane Smith
Chief Engineer.....G. Harold Brewer

# WJEJ

## HAGERSTOWN—1932—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Hagerstown Bcstg. Co., Inc.
Business-Studio Address.....Franklin Court
Phone Number .....2323
Transmitter Location.....Carroll Heights
Air Time.....6 a.m.-M.
News Service.....AP, Transradio
Transcription Service.....World, Lang-Worth, SESAC
Representative .....Friedenberg
Membership .....NAB, BMB
Chief Owner, Station Mgr....Grover C. Crilley
Commercial-Sales Promotion Manager, Publicity Director....William H. Paulsgrove
Program Director.....Marie Whitcraft
Production Director.....Robert Lesher
Chief Engineer.....George McIntire
Farm Editor.....Larry Welsh

# WASA

## HAVRE DE GRACE—1948

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Chesapeake Bcstg. Corp.
Bus.-Studio-Transmitter Address....Bel Air Rd.
Phone Number .....800
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....World
President, General-Station Mgr...Jason T. Pate
Comm.-Sales Prom. Mgr.....Charles W. Irwin
Frog.-Prod.-Pub. Dir.....Sam Lawder
Chief Engineer.....William O. Kuntz

# WBOC

## SALISBURY—1940—MBS-MD.

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By....The Peninsula Bcstg. Co.
Bus.-Studio-Transmitter Address....Radio Park
Phone Number .....2480
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
President.....John W. Downing
Gen.-Sta.-Comm.-Sales Mgr.....Charles J. Truitt
Program Director.....John W. Downing, Jr.
Chief Engineer.....Jack W. Ward
Farm Editor.....James Duncan

# WGAY

## SILVER SPRINGS—1946

Frequency: 1050 Kc.....Power: 1000 Watts
Owned-Oper. By....Tri-Suburban Bcstg. Corp.
Business Addres.....Silver Spring
Phone Number.....Shep. 1050
Studio-Transmitter Location.....Kemp Mill Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative .....Walker
Membership .....NAB, BMB
President.....John W. Kluge
Gen.-Sta.-Comm.-Sales Mgr..Joseph L. Brechner
Program Director.....Ernest Tannen
Chief Engineer.....Nicholal J. Chaconas

# WOOK

## SILVER SPRINGS—1947

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....United Bcstg. Co.
Bus.-Studio Address....1143 Connecticut Ave. N.W., Washington, D. C.
Prone Number.....Sterling 7265
Air Time .....Daytime
Transcription Service .....Lang-Worth
Representative .....Friedenberg
Pres., Gen.-Comm. Mgr.....Richard Eaton
Program Director.....Albert Lamphear
Chief Engineer.....James N. Gilbert

# "YANKEE"

IS THE ***PASSWORD***
TO NEW ENGLAND
PURCHASING POWER

**24**

**Home-town Stations**

providing equal local impact in city and suburban markets in six states.

*Acceptance is*
THE YANKEE NETWORK'S
*Foundation*

# THE YANKEE NETWORK, INC.

*Member of the Mutual Broadcasting System*

21 BROOKLINE AVE., BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

# MASSACHUSETTS

*Estimated Population 4,718,000—Increase +9.3%—Radio Homes 1,301,500*
*Total Families 1,316,200—Stations in State 41*

## WBMS

BOSTON—1946

Frequency: 1090 Kc....Power: 10,000 Watts d.
Owned-Operated By.....WBMS, Inc.
Business-Studio Address.....35 Court St.
Phone Number.....LAfayette 3-5616
Transmitter Location .....Medford
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Associated
Membership .....NAB
President.....Jack N. Berkman
Managing Director.....John J. Laux
General Manager.....Arthur E. Haley
Program Director.....John R. Thornton
Chief Announcer.....William Stewart
Musical Director.....Martin Bokspan
Chief Engineer.....Herbert Rattigan

## WBZ-WBZA

(Synchronous Operation)
BOSTON-SPRINGFIELD—1921
NBC-NERN

Frequency: 1030 Kc.....Power: WBZ, 50,000 Watts; WBZA, 1000 Watts
Owned-Oper. By....Westinghouse Radio Stations, Inc. (Synchronous Operation)
Business Address.....1170 Soldiers Field Rd.
Phone Number.....WBZ, ALgonquin 4-5670; WBZA, Springfield 6-8336
Studio Address..WBZ, 1170 Soldiers Field Rd.; WBZA, Hotel Kimball
Transmitter Location.....WBZ, Hull, Mass.; WBZA, East Springfield, Mass.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service...Thesaurus, Associated
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. Herbert Masse
Sales Promotion Manager.....Lynn Morrow
Program Manager.....W. Gordon Swan
Production Manager.....Stephen J. Burke
Publicity Manager.....W. A. Davis
Special Events Dir.....Colton G. Morris
Educational Dir.....Ben A. Hudelson
Musical Director.....Avner Rakov
Chief Engineer.....WBZ, W. H. Hauser; WBZA, Harold Randol
Farm Director.....Roger Harrison

## WCOP

BOSTON—1935—ABC

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By...Massachusetts Bcstg. Corp.
Business-Studio Address.....485 Boylston St.
Phone Number.....COpley 7-0123
Transmitter Location .....Lexington
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Standard
Representative .....Katz
Membership .....NAB
President .....John Cowles
General-Station Manager.....Craig Lawrence
Natl. Comm. Mgr.....A. N. Armstrong, Jr.
Sales Promotion Manager.....John Wilkoff
Program Director.....Gene King
Production Director.....Henry Lundquist
Publicity Director.....Caroline Harrison
Chief Announcer.....Irvin E. Dierdorff, Jr.
Chief Engineer.....Roland C. Hale
Farm Editor.....George Graves

## WEEI

BOSTON—1924—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By .....CBS
Business-Studio Address.....182 Tremont St.
Phone Number.....HUbbard 2-2323
Transmitter Location....Mystic Valley Pkway., Medford
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative .....Radio Sales
Membership .....NAB, BMB
General Manager.....Harold E. Fellows
Asst. General Manager....Wilbur S. Edwards
Sales Promotion Mgr.....Guy H. Cunningham
Program Director.....Raymond G. Girardin
Production Director.....Thomas H. Calhoun
Publicity Director.....Marie H. Houlahan
Chief Announcer.....Carlton H. Dickerman
Musical Director.....Frank Bell
Chief Engineer.....Harold A. Dorschug
Farm Editor.....Jesse H. Buffum

## WHDH

BOSTON—1927

Frequency: 850 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Boston Herald-Traveler
Bus-Studio Address.....6 St. James Ave.
Phone Number.....HAncock 6-5500
Air Time .....Unlimited
News Service.....AP, UP

Transcription Service.....Standard, Capitol
Representative .....John Blair
Membership .....NAB
President.....Robert B. Choate
Managing Director.....William B. McGrath
Commercial Manager.....Arthur T. Brush
Sales Manager.....William W. Warner
Program Director.....George M. Perkins
Production Manager...George M. Watson, Jr.
Chief Engineer.....Philip K. Baldwin

# WMEX

## BOSTON—1934

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By.....The Northern Corp.
Business-Studio Address....70 Brookline Ave.
Phone Number.....Commonwealth 6-3900
Transmitter Location.....71 W. Squantum St., Quincy
Air Time.....7:30 a.m.-M.
News Service .....INS
Transcription Service..Associated, Lang-Worth, SESAC
Representative.....William G. Rambeau
Membership .....NAB, BMB
President.....John E. Reilly
General Manager.....William S. Pote
Technical Director.....Alfred J. Pote
Commercial Manager.....Lawrence Flynn
Sales Promotion Manager.....George Kaplan
Program Director.....John E. Reilly
Musical Director.....John Kiley
Chief Engineer.....John Memishian

# WNAC

## BOSTON—1922—MBS-YANKEE

Frequency: 1260 Kc.....Power: 5000 Watts
Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network
Bus.-Studio Address.....21 Brookline Ave.
Phone Number.....Commonwealth 6-0800
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service....Standard, Associated, SESAC
Representative .....Edward Petry
Membership .....NAB, BMB
Chmn. of the Bd.....John Shepard, III
President, Owner.....William O'Neil
Exec. V.P., Gen. Mgr.....Linus Travers
V.P.....Thomas F. O'Neil
Dir. of Prom. & Pub.....Charles W. Curtin
Prog. Dir., V.P.....George W. Steffy
Chief Engineer.....Irving B. Robinson

# WORL

## BOSTON—1926

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bcstg. Service Org., Inc.
Business-Studio Address.....216 Tremont St.
Phone Number.....Liberty 4540
Transmitter Location .....Needham
Air Time .....Daytime
News Service.....AP, UP
Representative .....Forjoe
Membership .....NAB
President.....Harold A. Lafount
General-Station Mgr.....Ashley L. Robeson
Comm. Manager.....Frederic S. Bailey
Program Director.....Robert Perry
Chief Engineer.....John W. Parker

# WVOM

## BOSTON—1948—EBS

Frequency: 1600 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Boston Bcstg. Corp.
Business Address.....1 Harvard St.
Phone Number..Beacon 2,5650, Beacon 2-7870, WR 5-2466
Studio Address..Wiswall Rd., Newton; 1 Harvard St., Brookline; 251 Causeway St., Boston
Transmitter Location....Wiswall Rd., Newton
Air Time.....24 Hrs.
News Service .....UP
Transcription Service.....Standard, World, MacGregor, SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NAB
Exec. V.P., General Mgr.....Benjamin Bartzoff
Musical Director.....Gene Dennis
Chief Engineer.....Ervin Crandell

# WBET

## BROCKTON—1946

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By....Enterprise Publishing Co.
Business-Studio Address.....60 Main St.
Phone Number.....Brockton 7062
Transmitter Location..Cor. West & Belmont Sts.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Thesaurus, SESAC, Lang-Worth, World
Membership .....NAB
General-Station-Comm. Mgr...Charles A. Fuller
Production Director.....Joseph G. Quill

# WBKA

## BROCKTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Cur-Nan Company
Bus.-Studio-Transmitter Address...205 E. Ashland St.
Phone Number .....8-0621-2
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Associated
Representative .....Kettell-Carter
President.....Joseph F. Curran
General Manager.....Matthew Noonan

Station Manager.....Charles F. Curran
Commercial Manager.....Paul Belaire
Program Director.....Harlan W. Newell
Chief Announcer.....Robert E. Fuller
Chief Engineer.....Mark L. MacAdam
Farm Editor.....Arthur Jones

# WACE

## CHICOPEE—1946

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Regional Bcstg. Co.
Bus.-Studio-Transmitter Address..326 Chicopee St.
Phone Number.....Springfield 6-1323, Chicopee 2330
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....World
Representative.....McGeehan & O'Mara, Kettell-Carter
Membership.....NAB, FMA
President.....David Hayes
Treasurer.....John S. Begley
General Manager.....Ralph J. Robinson
Commercial Manager.....David Hayes
Sales Promotion Manager...Ralph J. Robinson
Prog.-Prod.-Pub. Dir.....Lee Smith
Chief Announcer.....Kris Martin
Chief Engineer.....Ralph J. Robinson

# WALE

## FALL RIVER—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Narragansett Bcstg. Co.
Business-Studio Address.....374 Central St.
Phone Number.....4-1400
News Service.....UP, INS
Transcription Service.....Associated, Capitol, SESAC
Representative.....Kettell-Carter
President, Mng. Dir.....George L. Sisson, Jr.
Station Manager.....J. Buz Way
Progarm Director.....Nellie F. McCain
Chief Engineer.....Norman P. Guimond

# WSAR

## FALL RIVER—1921—MBS-YANKEE

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Oper. By....The Fall River Bcstg. Co., Inc.
Business-Studio Address.....Academy B'dg.
Phone Number.....7-9477
Transmitter Location.....So. Somerset
Air Time.....6:30 a.m.-M.
News Service.....UP
Transcription Service..Thesaurus, Lang-Worth
Representative..Headley-Reed, Bertha Bannan
Membership.....NAB, BMB
President, General Mgr.....Melvin Lahr
Commercial Manager.....John Harrington
Sales Prom. Mgr., Pub. Dir.....John Crowley
Prog. Dir., Prod. Mgr.....Angus Bailey
Musical Director.....John Zmuda
Chief Engineer.....John Pavao

# WEIM

## FITCHBURG—1941—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....WEIM, Fitchburg, Inc.
Business-Studio Address.....717 Main St.
Phone Number.....1600-1
Transmitter Location..Summer St., Lunenberg
Air Time.....Unimited
News Service.....AP
Representative.....Bertha Bannan
Membership.....NAB
General Mgr.....Henry G. Molina, Jr.
Commercial Manager.....Ford Billings
Program Director.....George Gray
Chief Engineer.....Ted Kalin

# WKOX

## FRAMINGHAM—1947

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Suburban Bcstg. Co.
Business-Studio Address....Smith Bldg., Irving Square
Phone Number.....Framingham 7400, 5003
Transmitter Location.....Mt. Wayte Ave.
Air Time.....Local sunrise-sunset
News Service.....UP
Transcription Service.....Capitol
Representative....Friedenberg, Kettell-Carter
Membership.....NAB
Station Manager.....Richard E. Adams
Commercial Manager....James H. Shoemaker
Program Director.....Lee Emmerich
Publicity Director.....Robert Fuller
Chief Announcer.....Lee Emmerich
Chief Engineer.....Frank Bartol

# WHOB

## GARDNER—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Gardner Bcstg. Co.
Business-Studio Address.....39 Pleasant St.
Phone Number.....1490
Transmitter Location.....Green St.
Air Time.....Unlimited
News Service.....AP
Transcription Service.....SESAC
Representative.....William G. Rambeau
Membership.....NAB, BMB
President, General Mgr.....David M. Richman
Station Manager.....Frank Hull
Comm.-Sales Promotion Mgr.....Robert Kelley
Program-Production Dir.....West W. Willcox
Chief Announcer.....Martin Tall
Chief Engineer.....Parker Vincent

# WHAI

## GREENFIELD—1938—MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John W. Haigis
Business-Studio Address.....356 Main St.
Phone Number .....4301-2
Transmitter Location.....Woodard Rd.
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service....Thesaurus, Associated
Representative .....Bertha Bannan
Membership .....NAB, BMB
President.....John W. Haigis, Sr.
General Manager.....John W. Haigis, Jr.
Commercial Manager.....H. W. Nichols
Sales Promotion Manager.....Thomas J. Kelly
Program Director,
Chief Announcer.....Lawrence A. Coney
Musical Director.....Charles D. Prentice
Chief Engineer.....Leland F. Wheeler
Farm Editor.....Donald A. Tuttle

# WHAV

## HAVERHILL—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Haverhill Gazette Co.
Business-Studio Address.....30 How St.
Phone Number .....7090
Transmitter Location....110 Observatory Ave.
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....Associated, World, SESAC
Representative.....McGeehan & O'Mara, Kettell-Carter
Membership .....NAB
President, General Manager.....John T. Russ
Station Manager.....Lewis F. Sargent
Program Director.....Warren Greenwood
Chief Announcer.....Ken Ash
Chief Engineer.....Paul A. Hurd
Farm Editor.....Roland Dubois

# WHYN

## HOLYOKE—1941—MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Hampden-Hampshire Corp.
Business Address.....180 High St.
Phone Number .....8238-9
Studio Addresses..180 High St.; Canal S., So. Hadley Falls; 78 Main St., Northampton
Transmitter Location.....Canal St., So. Hadley Falls
Air Time .....Unlimited
News Service .....UP
Transcription Service..Associated, Lang-Worth
Representative.....Walker, Bertha Bannan
Membership .....NAB, FMA
President .....William Dwight
General-Station Mgr.....Charles N. DeRose
Commercial Manager.....Patrick J. Montague
Prog. Mgr., Pub. Dir.....Jay Heitin
Musical Director.....John Vondell
Chief Operator.....Jack Paley

# WCCM

## LAWRENCE—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Lawrence Bcstg. Co.
Business Address.....54 Essex St.
Phone Number..Lawrence 3-7171, Lowell 6359
Studio Addresses..54 Essex St., 11 Kearney Sq.
Transmitter Location....Chandler Rd., Andover
Air Time .....Sunrise-sunset
News Service .....AP
Representative .....Forjoe, Bertha Bannan
Membership .....NAB
President.....George H. Jaspert
General Manager.....Gordon S. Ley
Station Manager.....Thomas C. May, Jr.
Commercial Manager.....William C. Engel
Sales Manager..Lawrence: Alex G. MacBeth; Lowell: Phil Rubin
Prog.-Prod.-Musical Dir.....Thomas F. Frank
Publicity Director.....Sally B. Zamblera
Chief Engineer.....Harold Davis

# WLAW

## LAWRENCE—1937
## ABC-N. E. MAJOR

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Hildreth & Rogers Co.
Business Address.....278 Essex St.
Phone Number.....Lawrence 4107
Studio Addresses..278 Essex St., 216 Tremont St., Boston; Fairburn Bldg., Lowell.
Transmitter Location .....Burlington
Air Time.....6 a.m.-2 a.m.
News Service .....UP
Transcription Service.....World, Standard
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....Irving E. Rogers
General-Station Mgr.....Harold B. Morrill
Commercial Manager.....David M. Kimel
Regional Sales Manager.....Nona Kirby
Program Director.....James T. Mahoney
Publicity Direcor.....Fred A. Sullivan
Chief Announcer.....Frederick P. Laffey
Chief Engineer.....George A. Hinckley

# WLLH

## LOWELL-LAWRENCE—1937
## MBS-YANKEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..Merrimac Bcstg. Co., Inc.
Business Address.....39 Kearney Sq.
Phone Number .....8715
Studio-Transmitter Location...39 Kearney Sq., Lowell; Cregg Bldg., Lawrence
Air Time .....Unlimited
News Service .....UP

Transcription Service .....Associated
Representative .....Edward Petry
President .....Gerald Harrison
Vice-President.....Carl S. Wheeler
Station Manager.....Dana W. Fitzgerald
Commercial Manager.....Haskell Bloomberg
Frog. Dir., Chief Announcer.....Tom Clayton
Chief Engineer.....A. G. Michaels

## WLYN

### LYNN—1946

Frequency: 1360 Kc.....Power: 500 Watts d.
Owned-Oper. By....Puritan Bcst. Service, Inc.
Business-Studio Address.....7 Willow St.
Phone Number.....LY. 5-6200
Transmitter Location.....Fox Hill Bridge
Air Time.....6:30 a.m.-Sunset
News Service .....UP
Transcription Service.....Associated, SESAC
Membership .....NAB
President, General Manager....A. M. Morgan
Station Manager.....Cyril Morgan
Sales Promotion Manager.....Harold Goldman
Program Director.....Ethel Adams
Chief Announcer.....Bill Bradley
Musical Director.....Harry Freeman
Chief Engineer.....John Parker

## WNBH

### NEW BEDFORD—1921—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Bristol Bcstg. Co., Inc.
Business-Studio Address.....588 Pleasant St.
Phone Number .....8-5228
Transmitter Location..Crow Island, New Bedford Harbor, Fairhaven
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....World
Representative....Walker Co., Bertha Bannan
Membership .....NAB, BMB
Vice-President .....Basil Brewer
General Manager.....James M. Patt
Commercial Manager.....Theodore M. Healy
Sales Promotion Manager,
Program Director.....Edward Boghosian
Chief Engineer.....Stanley Emery

## WKOB

### NORTH ADAMS—1947

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....Citizens Bcstg. Co.
Business Address.....20 State St.
Phone Number .....860-1

WLAW
680 Kc.
YOUR BEST RADIO BUY
50,000 watts
New England's
MOST POWERFUL
Radio Station
SERVING PROSPEROUS INDUSTRIAL NEW ENGLAND
BASIC ABC STATION: LAWRENCE
DELIVERS AN EFFECTIVE SIGNAL FROM PORTLAND, ME. TO NEWPORT, R. I.
93.7 megacycles WLAW — FM Channel 229
Main Studios and Offices: Lawrence, Mass. Other Studios: Boston and Lowell.
NATIONAL REPRESENTATIVES: PAUL H. RAYMER CO., INC.

Studio Address.....Hotel Wellington
Transmitter Location.....Curran Hway.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Standard, Capitol
Representative.....Joseph Hershey McGillvra
Station Manager.....James H. McKnight
Program Director.....J. William Quinn
Farm Editor.....Theodore Safford
Chief Engineer.....Charles H. Smith

# WMNB

## NORTH ADAMS—1947

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By..Northern Berkshire Bcstg. Co.
Bus.-Studio-Transmitter Address...466 Curran
Phone Number .....1230
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....World
General-Station Mgr.....J. Gordon Keyworth
Commercial Rep.....Richard J. O'Brien
Program Manager.....Benjamin A. Hubley
Musical Director.....Joyce Merrill

# WBEC

## PITTSFIELD—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Wester Mass. Bcstg. Co.
Business-Studio Address.....30 Eagle St.
Phone Number .....8292
Transmitter Location.....30 Eagle St.
Air Time.....6:45 a.m.-M.
News Service .....AP
Transcription Service...Standard, Lang-Worth
Representative.....J. P. McKinney
Membership .....NAB
Owners.....L. K. Miller, D. B. Miller
General Manager.....W. Wendell Budrow
Chief Engineer.....James L. Spotes

# WBRK

## PITTSFIELD—1938—MBS-YANKEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Greylock Bcstg. Co.
Operated By.....Leon Podolsky
Business-Studio Address.....8 Bank Row
Phone Number .....2-1553
Transmitter Location.....100 East St.
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President .....Leon Podolsky
General-Station Manager.....John T. Parsons
Commercial Manager.....Robert Burbank
Publicity Director.....Richard Bolander

# WJDA

## QUINCY—1947

Frequency: 1300 Kc.....Power: 1000 Watts d.
Owned-Oper. By...South Shore Bcstg. Co., Inc.
Business-Studio Address.....29 Brackett St.
Phone Number.....Mayflower 9-1300
Transmitter Location .....Germantown
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
President, Station Mgr.....Joseph H. Tobin
Comm.-Sales Prom. Mgr.....James D. Asher

# WESX

## SALEM—1939

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....North Shore Bcstg. Co.
Business-Studio Address..49-53 Washington St.
Phone Number .....5670
Transmitter.....Naugus Head, Marblehead
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Bertha Bannan
President.....Charles W. Phelan
General Manager.....Edmund L. Phelan
Commercial Manager.....John Sullivan
Sales Promotion Manager.....Robert Rogers

# WMAS

## SPRINGFIELD—1932—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WMAS, Inc.
Business-Studio Address.....1757 Main St.
Phone Number.....Springfield 7-1414
Transmitter Location.....Pynchon Pk.
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Representative .....Edward Petry
Membership .....NAB
President .....Gerald Harrison
Station Manager.....Robert Donahue
Commercial Manager.....Robert Feldman
Sales Promotion Manager.....Paul Peltier
Chief Engineer.....John Michnovez

# WSPR

## SPRINGFIELD—1936—ABC

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Operated By.....WSPR, Inc.
Business.....WSPR Bldg., 63 Chestnut St.
Phone Number....Springfield 6-2757-8, 6-4218
Transmitter Location...Union St. & Palmer Ave.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....George P. Hollingbery

Membership .....NAB, BMB
President.....Quincy A. Brackett
V.P., Gen.-Sta. Mgr.....Milton W. Stoughton
Commercial Manager.....William H. Burleigh
Sales Prom. Mgr., Pub. Dir...Howard S. Keefe
Prog.-Prod. Director.....Wayne H. Latham
Chief Announcer.....Robert L. Jones
Musical Director.....Grace B. Manchester
Chief Engineer.....Lawrence A .Reilly

# WCRB

## WALTHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Charles River Bcstg. Co.
Business-Studio Address.....4 Gordon St.
News Service .....UP
Transcripiton Service .....Lang-Worth
Station Manager.....Deuel Richardson
Sales Manager.....Frank McArdle
Program Director.....Bill Sherman

# WRMS

## WARE—1948

Frequency: 1250 Kc.....Power: 500 Watts
Owned-Operated By.....Donald W. Howe
Business-Studio Address.....East St.
Phone Number .....23
Transmitter Location..Atop Coy's Hill, Warren
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Owner.....Donald W. Howe
General-Comm. Mgr.....Ansel E. Gridley

# WOCB

## WEST YARMOUTH—1944—ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Bristol Bcstg. Co., Inc.
Business-Studio Address.....West Yarmouth
Phone Number.....Hyannis 502
Transmitter Location.....South Sea Ave.
News Service .....AP
Transcription Service.....World, Keystone
Representative.....Walker, Bertha Bannan
President .....Basil Brewer
Station Commercial Mgr.....David J. Shurtleff

# WAAB

## WORCESTER—1931—MBS

Frequency: 1440 Kc.....Power: 5000 Watts
Owned By.....General Tire & Rubber Co.
Operated By.....The Yankee Network
Business-Studio Address.....34 Mechanics St.
Phone Number .....2-5611
Transmitter Location .....Holden
Air Time .....Unlimited
News Service.....AP, INS, Reuters
Representative .....Edward Petry
Membership .....NAB, BMB
President .....William O'Neil
Chairman of Board.....John Shepard, 3rd
General Manager.....Linus Travers
Station Manager.....Richard A. Cobb

# WNEB

## WORCESTER—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....New England Bcstg. Co.
Bus.-Studio.....Park Bldg., 507 Main St.
Phone Number .....6-4672
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Thesaurus, Capitol
Representative .....Adam J. Young
Membership .....NAB
President.....Paul C. Lytle
General Manager.....John J. Hurley
Commercial Manager.....Kenneth B. Murray

# WORC

## WORCESTER—1929—ABC

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....Alfred F. Kleindienst
Business-Studio Address.....65 Elm St.
Phone Number .....5-3101
Transmitter Location..Pachachoag St., Auburn
Air Time.....7 a.m.-M.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NAB

# WTAG

## WORCESTER—1924—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....WTAG, Inc.
Business-Studio Address.....18 Franklin St.
Phone Number .....5-4321
Transmitter Location..Shrewsbury St., Holden
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Associated
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Executive V.P.....E. E. Hill
Vice-Pres., Gen. Mgr.....Robert W. Booth
Commercial Manager.....Herbert L. Krueger
Program Director .....A. J. Brissette
Publicity Director.....A. C. Fuller
Chief Engineer.....E. A. Browning

**WWJ-TV** first television station in Michigan, is firmly stamped on the minds of Detroiters. More than two years of daily operation have given WWJ-TV the television know-how that is reflected in better pictures, better programming and better commercial adaptability. With such top-rated television features as Detroit Tigers baseball, University of Michigan football, and Detroit Red Wing hockey, WWJ-TV practically has a monopoly on local big-time sports events. Combined with other local entertainment highlights and its NBC Television Network facilities, advertisers who feature their products on WWJ-TV are assured the largest audience, as well as the clearest reproductions on the screens of the more than 35,000 television sets in the Detroit market.

FIRST IN MICHIGAN . . . *Owned and Operated by* THE DETROIT NEWS

*National Representatives:* THE GEORGE P. HOLLINGBERY COMPANY

**WWJ-TV**

*NBC Television Network*

ASSOCIATE AM-FM STATION WWJ

# MICHIGAN

*Estimated Population 6,195,000—Increase +17.9%—Radio Homes 1,707,706*
*Total Families 1,741,900—Stations in State 54*

## WABJ

### ADRIAN—1946

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned By.....James Gerity, Jr.
Business Address.....2982 Tread Rd.
Phone Number .....9000-1
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Representative .....Ra-Tel
Membership .....NAB
Manager.....O. William Myers
Cimmercial Manager.....Harley West
Program Director.....Larry Payne
Chief Engineer.....Gail D. Griner

## WFYC

### ALMA—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Alma Bcstg. Co.
Business-Studio Address.....408 Gratiot St.
Phone Number .....95
News Service .....UP
Transcription Service .....World
President, General Mgr.....Merle E. Rhoads
Commercial Mgr.....Cleon Vanriper
Chief Engineer.....Frank D. Tefft

## WATZ

### ALPENA—1946
### MBS-KBS-PAUL BUNYAN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business Address .....Alpena
Phone Number .....1049
Studio-Transmitter Location.....M-32 West
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Keystone
Representative .....Hal Holman
Membership .....BMB
President .....Les Biederman
General Manager.....Drew McClay
Chief Engineer.....William Kiker

## WHRV

### ANN ARBOR—1947—ABC

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Huron Valley Bcstg., Inc.
Business Address.....Box 608
Phone Number .....2-4573
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
President, General Mgr.....J. F. Hopkins
Commercial Mgr.....R. S. Augustus
Program Director.....Amy H. Wilcox
Chief Engineer.....James W. Allen

## WPAG

### ANN ARBOR—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By...Washtenaw Bcstg. Co.
Bus.-Studio Address....3rd Floor, Hutzel Bldg.
Phone Number .....2-5517
Transmitter Location.....1795 So. Maple Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service....Standard, Associated
Representative .....Hal Holman
Membership .....NAB, FMA
President.....Arthur E. Greene
Exec. V.P., Gen. Mgr.....Edward F. Baughn
Commercial Manager.....Ted Turner
Program Director.....Wendell Hester
Chief Announcer.....Pat Quinn
Chief Engineer.....George D. Stearns
Farm Editor.....Howard E. Heath

## WBCK

### BATTLE CREEK—1948
### MBS-GOEBEL BASEBALL

Frequency: 930 Kc.....Power: 1000 Watts
Owned By.....Michigan Bcstg. Co.
Business-Studio Address....402 Security Natl. Bank Bldg.
Phone Number .....3-5555
Transmitter Location.....Golden Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, Capitol
Representative .....Ra-Tel
Pres., Gen.-Sta.-Comm. Mgr...Robert H. Holmes
Local Sales Manager.....F. K. Doyle
Program-Production Dir.....Adrian R. Cooper
Publicity Director.....Molly Sue Doran
Chief Announcer.....Don Callen
Chief Engineer.....Charles W. Dewey, Jr.

## WELL

### BATTLE CREEK—1925—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Federated Publications, Inc.
Bus.-Studio-Transmitter Address.....Michigan National Bank Bldg.
Phone Number.....5655, 7166
Air Time .....Unlimited
News Service .....AP
Transcription Service...Standard, Lang-Worth

# BIG THINGS are IN THE CARDS for CKLW

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## *We're Going 50 kw. at 800 kc. early in '49*

[ The DETROIT Area's Best RADIO Buy! ]

# CKLW

ADAM J. YOUNG, JR., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.

J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM

Representative .....Burn-Smith
Membership.....NAB, BMB, FMA
President.....A. L. Miller
General-Station Manager.....Dan E. Jayne
Commercial Manager.....E. P. Mills, Jr.
Program Director.....Forrest F. Owen
Chief Engineer.....Earl J. Stone

# WBCM

## BAY CITY—1928—ABC

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Bay Bcstg. Co., Inc.
Business-Studio Address.....Mezzanine Floor, Wenonah Hotel
Phone Number .....7551-2
Transmitter Address....Tuscola Rd., Hampton
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, World
Representative.....George P. Hollingbery
Membership .....BMB, FMA
President.....Harley D. Peet
Gen.-Station-Comm. Mgr.....Hugh A Giesel
Program Director.....Charles E. Anthony
Musical Director.....Lionel H. DeRemer
Chief Engineer.....Ralph H. Carpenter
Farm Editor.....G. Edward Vallender

# WHFB

## BENTON HARBOR—1947—GOEBEL

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Oper. By....The Palladium Publishing Co.
Business Address.....59 Wall St.
Phone Number.....Benton Harbor 8141
Studio-Transmitter Location.....Fairplain Ave.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Hal Holman
Membership .....NAB
President.....Stanley R. Banyon
General Manager.....Jacob P. Scherer
Commercial Manager.....W. Curtis Beck
Program Director.....Phil Molloy
Chief Announcer.....John Pershing Chase
Musical Director.....Lee Lockwood
Chief Engineer.....Munson U. Robinson
Farm Editor.....John Pershing Chase

# WATT

## CADILLAC—1945
## MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Midwestern Bcstg. Co.
Business-Studio Address .....Cadillac
Phone Number .....1270
News Service .....AP
Transcription Service.....SESAC, KBS
Representative .....Hal Holman
President .....Les Biederman
General Manager.....John Cundiff
Commercial Manager.....Mary Chandler
Chief Engnieer.....William Kiker

# WKMH

## DEARBORN—1946

Frequency: 1310 Kc.....Power: 1000 Watts
Owned-Operated By.....WKMH, Inc.
Business-Studio Address.....WKMH Bldg.
Phone Number.....Logan 2-4000
Transmitter Location.....Detroit Industrial Express Hway.
Air Time.....24 Hrs.
News Service.....INS, UP
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NAB
President, General Manager.....Fred A. Knorr
Comm.-Sales Prom. Mgr.....Walter Patterson
Program Director.....Richard Buller
Publicity Director.....Pat Hobar
Chief Announcer.....Bob Seymour
Musical Director.....Albert Gross
Chief Engineer.....Jerrold Martin
Farm Editor.....Alan Douglas

# CKLW

## DETROIT-WINDSOR—1932
## MBS-CBC

Frequency: 800 Kc.....Power: 50,000 Watts
Owned-Oper. By..Western Ontario Bcstg. Co., Ltd.
Business Address.....Canada Trust Bldg.
Phone Number.....(Windsor) 4-1155, (Detroit) Cadillac 7200
Air Time .....Unlimited
News Service.....INS, UP, PN
Transcription Service..Standard, World, United
Representative.....H. N. Stovin, Adam J. Young, Jr.
President, General Mgr.....J. E. Campeau
Commercial Manager.....E. Wilson
Program Director.....S. Campbell Ritchie
Promotion Mgr.....Barbara MacFarland
Chief Engineer.....W. C. Carter

# WJBK

## DETROIT—1925—WOLVERINE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Fort Industry Co.
Business-Studio Address.....500 Temple Ave.
Phone Number.....TEmple 3-7900
Transmitter Location...15555 Woodrow Wilson
Air Time .....6 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service .....Lang-Worth
Representative .....Katz Agency

Membership .....NAB
President.....George B. Storer
General Manager.....Richard E. Jones
Commercial Manager.....George Millar
Program Director.....Hal Hough
Promotion Director.....Joyce Chapman
Chief Announcer.....Earl Hayes
Musical Director.....Sally Cooper
Chief Engineer.....Paul Frincke

# WJLB

## DETROIT—1924—GOEBEL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Booth Radio Stations, Inc.
Business Address.....600 Buhl Bldg.
Phone Number.....WOodward 2-0220
Studio Address...3100 David Broderick Tower
Transmitter Location.....375 Midland Ave., Highland Park
Air Time.....24 Hrs.
News Service .....AP
Transcription Service.....Standard, World
Representative.....William G. Rambeau
President, Gen.-Station Mgr.....John L. Booth
Commercial Manager.....Eric V. Hay
Program Director.....George Kendall
Publicity Director.....Arthur Naylor
Chief Announcer.....Richard Pavey
Chief Engineer.....Edward H. Clark

# WJR

## DETROIT—1927—CBS

Frequency: 760 Kc.....Power: 50,000 Watts
Owned-Oper. By..WJR, The Goodwill Station, Inc.
Business-Studio Address.....2100 Fisher Bldg.
Phone Number.....MAdison 4440
Transmitter Location .....Trenton
Air Time.....24 Hrs.
News Service.....AP, INS, UP
Transcription Service.....Cole, Lang-Worth, Standard, Thesaurus, Associated
Representative .....Edward Petry
Membership .....NAB
President.....Frank E. Mullen
Asst. to Pres., Gen. Mgr.....Harry Wismer
Asst. Gen. Mgr.....Worth Kramer
Commercial Manager.....Arch Shawd
Sales Promotion Manager....James H. Quello
Program Director.....Franklin C. Mitchell
Production Director.....Norman L. White
Education & Public Relations.....Mark Haas
Chief Announcer.....Ron Gamble
Musical Director.....Paul LaVoie
Chief Engineer.....G. F. Leydorf
Farm Editor.....Marshall Wells

# WWJ

## DETROIT—1920—NBC

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....Evening News Assn.
Business-Studio Addres.....622 W. Lafayette Ave.
Phone Number.....WOodward 2-2000
Transmitter Location.....Oak Park
Air Time.....5:30 a.m.-2 a.m.
News Service.....AP, UP
Transcription Service...Standard, Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB, FMA
President.....W. E. Scripps
General Manager.....Harry Bannister
Asst. General Manager.....Edwin K. Wheeler
General Sales Manager.....Harry Betteridge
Promotion Manager.....Jake Albert
Gen. Program Manager...Melvin C. Wissman
Production Manager.....Jack Hill
Publicity Manager.....Richard Spencer, Jr.
Program Supervisor.....Stanley Swales
Musical Director.....Mischa Kottler
General Engineering Manager.....E. J. Love
Farm Editor.....John Merrifield

*(See Page 458)*

# WXYZ

## DETROIT—1925—ABC-MRN

Frequency: 1270 Kc.....Power: 5000 Watts
Owned By.....American Bcstg. Co.
Operated By.....WXYZ, Inc.
Business Address.....1700 Stroh Bldg.
Phone Number.....CHerry 8321
Studio Address.....8415 E. Jefferson Ave.
Transmitter Location....Joy Rd. & Greenfield
Air Time .....Unlimited
News Service.....INS, UP
Transcription Service.....World, Lang-Worth
Membership .....NAB, BMB
General Manager.....James G. Riddell
Commercial Manager.....Harold Christian
Sales Promotion Mgr.....William J. Heidricks
Program Director.....Jack McCarthy
Musical Director.....Phil Brestoff
Chief Engineer.....Charles Kotcher

# WDBC

## ESCANABA—1941—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Delta Bcstg. Co.
Business Address .....Escanaba
Phone Number .....3190-1
Studio-Transmitter Address....Lud. & First Sts.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative .....Walker
Membership .....NAB
President.....John P. Norton
General-Station Mgr.....George D. Lindenthal
Comm.-Sales Prom. Mgr.....Richard Morenus
Program-Production-Publicity Director, Chief Announcer.....Scott Runge
Musical Director.....George Jaap, Jr.
Chief Engineer.....Jack W. Foster

# WBBC

## FLINT—1946—MBS

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By....Booth Radio Stations, Inc.
Business-Studio Address....112 W. Water St.
Phone Number.....Detroit, Ran. 0220; Flint, 9-8686
Transmitter Location.....G-3052 Bristol Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....MacGregor
Representative .....Forjoe
President.....John Lord Booth
V.P., Gen.-Sta. Mgr.....Robert L. Balfour
Comm.-Sales Prom. Mgr.....W. Eldon Garner
Program Director.....Robert L. Mabry
Production-Publicity Director, Farm Editor.....L. George Geiger
Musical Director.....Jerry Schroeder
Chief Engineer.....G. Elwood Ryan

# WFDF

## FLINT—1922
## ABC-MRN-WOLVERINE

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....The Trebit Corp.
Bus.-Studio Address....Mott Foundation Bldg.
Phone Number .....2-7158
Transmitter Location.....Bristol & Howe Rds., Burton Township
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Thesaurus, Lang-Worth, Standard
Representative .....Katz Agency
Membership .....NAB, BMB
General Manager.....Lester W. Lindow
Commercial Manager.....J. R. McKinley
Sales Promotion Manager.....James Rash
Program Director.....Elmer Knopf
Production Director.....Larry Arnold
Musical Director.....Billy Geyer
Chief Engineer.....Frank D. Fallain

# WMRP

## FLINT—1943—KBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Methodist Radio Parish, Inc.
Business-Studio Address.....573 Mary St.
Phone Number .....3-5112
Transmitter Location.....3217 Lapeer Rd.
Air Time .....Limited
Transcription Service.....Standard, SESAC, World, KBS
President.....Daniel M. Robins
Gen.-Sta.-Comm.-Sales Prom. Manager.....William H. Morford
Prog. Dir., Prod. Mgr.....Cedric Harger
Chief Engineer.....Homer Blumerich

# WTAC

## FLINT—1946—NBC

Frequency: 600 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Trendle-Campbell Bcstg. Corp.
Business-Studio Address....740 S. Saginaw St.
Phone Number.....Flint 2-1136
Transmitter Location.....6171 Center Rd., Grand Blanc
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative.....Paul H. Raymer
Membership .....BMB
President.....George W. Trendle
V.P., General Mgr.....H. Allen Campbell
Station Manager.....Don DeGroot
Commercial Manager.....Leo D. Smith
Program Director.....Frank W. Crombie
Chief Engineer.....Darrell Jones

# WWOK

## FLINT—1947—WOLVERINE

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Operated By...Cooperative Radio Co.
Business Address..2111 Westheimer, Houston, Texas
Studio Address.....Saginaw at E. Second Ave.
Transmitter Location.....3338 E. Briston Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Burn Smith
President .....Max Christianson
Gen.-Sta. Mgr., Prog. Dir.....Rex Moad
Chief Announcer.....Leon McNew
Chief Engineer.....Ed Forsyth

# WFUR

## GRAND RAPIDS—1947
## WOLVERINE

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Furniture City Bcstg. Corp.
Business-Studio Address..430 Federal Square Bldg.
Phone Number.....Gl. 6-9541
Transmitter Location..502 Garfield Ave., S.W.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Walker
Pres., Gen. Sta. Mgr...Simon W. Oppenhuizen
Comm.-Sales Prom. Mgr.....Arthur M. Swift
Program-Production Dir.....Gordon F. Kibby
Publicity Director.....Henry G. Bosch
Musical Director.....Norma Jean Norman
Chief Engineer.....John D. Timmer
Farm Editor.....Harry Webster

# WGRD

## GRAND RAPIDS—1947

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Music Bcstg. Co.
Business-Studio Address.....35 Lafayette N.
Phone Number .....9-4111
Transmitter Location...1388 Plymouth Rd., S.E.
Air Time.....6:30 a.m.-local sunset
News Service .....AP
Transcription Service....Standard, Associated
Representative.....Joseph Hershey McGillvra
President, General Mgr.....Paul F. Eichhorn
Program Director.....Donald M. Mullen
Chief Announcer.....Robert Smith
Chief Engineer.....Richard Groenevelt

# WJEF

## GRAND RAPIDS—1945—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....Pantlind Hotel
Phone Number.....Glendale 6-8512
Transmitter-Studio Location.....Pantlind Hotel
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Capitol
Representative .....Avery-Knodel
Membership .....NAB, BMB
Pres., Owner, Gen. Mgr.....John E. Fetzer
Production Manager.....John R. Speer
Commercial Manager.....John W. O'Harrow
Publicity Director.....Richard L. Kowalkosi
Chief Announcer.....Nathan H. Bryant, Jr.
Chief Engineer.....Carl E. Lee
Farm Editor.....Carleton W. Collin

# WLAV

## GRAND RAPIDS—1940—ABC-MRN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard A. Versluis
Bus.-Studio-Transmitter Address...6 Fountain St., N.E.
Phone Number.....GLendale 6 5461
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership .....BMB, FMA
Owner.....Leonard A. Versluis
General-Commercial Mgr.....Hy M. Steed
Sales Promotion Manager.....D. D. Knight
Production Director.....Dave Hoyle
Musical Director.....Howard Slootmaker
Chief Engineer.....Lee Stevens

# WOOD

## GRAND RAPIDS—1924—NBC

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Grandwood Bcstg. Co.
Business-Studio Address..1408 Grand Rapids Natl. Bank Bldg.
Phone Number .....9-4211
Transmitter Location.....633 — 60th St.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative .....Katz Agency
Membership .....BMB
V.P., Sup. Dir.....Harry M. Bitner, Jr.
Secretary, Gen. Mgr.....Stanley W. Barnett
Asst. Sec., Controller.....Melvin C. Green
Commercial Manager.....Walter A. Bass
Pub. Rel. & Prom. Dir.....Lenore Little
Program-Production Director.....Sandy Meek
Chief Engineer.....Fred Russell

# WHTC

## HOLLAND—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Holland Bcstg. Co.
Business Address.....5 E. Eighth St.
Phone Number .....6-6610
Studio-Transmitter Location....87 Central Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Lang-Worth
Membership .....NAB
President, Chief Engineer..Millard C. Westrate
Sales Promotion Manager.....Kenneth Welch
Program Director.....Willard C. Wichers
Production Director.....Miles Olsen

# WHDF

## HOUGHTON-CALUMET—1929—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan Bcstg. Co.
Business-Studio Address.....Douglass House, Houghton; 515 Scott St., Calumet
Phone Number.....Houghton, 1; Calumet, 869
Transmitter Location .....Hancock
Air Time.....7 a.m.-11 p.m.
Transcription Service .....World
Representative .....Walker
Membership .....NAB
Exec. V.P.....John W. Rice
Station Manager.....Albert W. Payne
Prog. Dir., Chief Announcer.....Earl Norden
Chief Engineer.....George L. Burgan

# WIKB

## IRON MOUNTAIN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Upper Michigan-Wisconsin Bcstg. Co., Inc.
Business-Studio Address.....Dickinson Hotel
Phone Number .....2020
Transmitter Location.....West "C" St.
Air Time.....6:55 a.m.-M.
News Service .....UP

Transcription Service.....Standard, Keystone
Representative .....Walker
Membership .....NAB, BMB
President.....William L. Johnson
V.P., General Manager.....J. W. Huss
Station Manager.....James Kauper
Commercial Manager.....John Harvey
Program Director.....Ran Jensen
Chief Announcer.....Bob Sorenson
Chief Engineer.....Eugene Kaari

## WMIQ

### IRON MOUNTAIN—1947
### ABC-NORTHERN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Iron Mountain-Kingsford Bcstg. Co.
Business-Studio Address..211 E. Ludington St.
Phone Number .....2031-2
Transmitter Location.....Pewabic Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Membership .....BMB
President.....William F. Russell
General Manager.....Russell J. Staffeld
Station Manager.....William C. Johnson
Commercial Manager.....Lester S. Staple
Sales Promotion Manager.....John S. Wallis
Program Director.....Ronald F. Bothe
Chief Announcer.....Frank J. Thibert
Chief Engineer.....Robert W. Berry

## WJMS

### IRONWOOD—1931—MBS-KBS

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By..Upper Michigan-Wisconsin Bcstg. Co., Inc.
Business-Studio Address..124 E. McLeod Ave.
Phone Number .....20
Transmitter Location.....Cary, Wis.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....Standard, Keystone
Representative .....Walker
Membership .....NAB, BMB
President.....William L. Johnson
V.P., General Manager.....J. W. Huss
Station Manager.....Donald R. Hoover
Commercial Manager.....Gordon F. Scott
Program-Musical Director.....Laura Johnson
Chief Engineer.....Arne Dahlbacka

## WJPD

### ISHPEMING—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Ishpeming Bcstg. Co.
Business-Studio Address.....Jenks Block
Phone Number .....1892


# YOU MIGHT BOX FOR 110 ROUNDS*—

# BUT . . .

## YOU COULDN'T FIGHT THROUGH THE RING AROUND WESTERN MICHIGAN

**If you want to win in Western Michigan, you'll have to consider the "wall of fading" that surrounds that area—that stops satisfactory reception of "outside" stations. Unless you're using stations *inside* the wall, you're just not OK—you're KO!**

**When it comes to *inside* stations, you can project our ratings and discover that WJEF and WKZO give you nearly 23% more listeners in Kalamazoo and Grand Rapids than any other two-station combination available. What's more, BMB audience figures will convince you that WJEF-WKZO do an *even more impressive* job in the rural areas of Western Michigan. Then, finally, "Radio Rates" will prove that the combination rate on WJEF-WKZO is *the best bargain in our area* . . .**

**Get the facts, and you'll never again try to cover Western Michigan with *any* stations except WJEF-WKZO! Write—or ask Avery-Knodel, Inc.**

** Andy Bower and Jack Burke fought 110 rounds in 7 hrs., 19 min. on April 6, 1893, in New Orleans.*

AVERY-KNODEL, INC.
*Exclusive National Representatives*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

*BOTH OWNED AND OPERATED BY FETZER BROADCASTING CO.*

Transmitter Location.....Hway. 41
Air Time.....7 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
President, General Manager.....J. P. Deegan
Program Director.....Paul C. Crowley
Production Director.....Carl B. Tupala
Chief Engineer.....Bernard R. Maloney

# WIBM

## JACKSON—1922—ABC-MRN

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WIBM, Inc.
Bus.-Studio-Transmitter Address....2511 Kibby Rd.
Phone Number .....6121
Air Time.....6:30 a.m.-M.
Transcription Service .....Thesaurus
Representative.....Forjoe, Hal Holman
President .....Herman Radner
Vice President.....Roy Radner
Station-Commercial Manager....William Cizek
Prog. Dir., Chief Announcer..Jack Underwood
Production Director.....Dar Hollinrake
Publicity Director.....George Morris
Chief Engineer.....Charles Wirtanen
Farm Editor.....S. J. Culver

# WGFG

## KALAMAZOO—1947—ABC-MRN

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Southwestern Michigan Bcstg. Co.
Business-Studio Address...State Theatre Bldg.
Phone Number .....4-0111
Transmitter Location.....2729 Gull Rd.
Air Time.....5:45 a.m.-12:30 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Robert Meeker
Pres., Gen.-Comm. Mgr.....Harold F. Gross
Station Manager.....Irene A. Ginther
Program Director.....Charles T. Lynch
Musical Director.....Warren A. Anderson
Chief Engineer.....Carl E. Stephens

# WKZO

## KALAMAZOO—1923—CBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By.....Fetzer Bcstg. Co.
Business Address.....124 W. Michigan Ave.
Phone Number .....3-1223
Studio Address.....Burdick Hotel
Transmitter Location....Route 2, Richards Dr.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Avery-Knodel
Membership .....NAB, BMB

President, Gen.-Station Mgr.....John E. Fetzer
Comm.-Sales Prom. Mgr....John W. O'Harrow
Program-Production Dir....Edward E. McKean
Publicity Director.....Richard Kishpaugh
Chief Announcer.....Otis T. Gaston
Chief Engineer.....Carl E. Lee
Farm Editor.....Carleton W. Collin

*(See Page 465)*

# WILS

## LANSING—1946—MBS

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Lansing Bcstg. Co.
Bus.-Studio Address....407-11 N. Washington Ave.
Phone Number .....2-1655
Transmitter Location.....East Mt. Hope Rd.
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Hal Holman
Membership .....NAB
Pres., Gen.-Sta.-Comm. Mgr....W. A. Pomeroy
Sales Promotion Manager.....Walt Zahrt
Prog.-Prod. Director.....Alex Dillingham
Publicity Director.....Walt Zahrt
Chief Announcer.....Chet Bear
Musical Director.....Lee Tuttle
Chief Engineer.....John C. Pomeroy
Farm Editor.....Dave Froh

# WJIM

## LANSING—1934—ABC-MRN

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....WJIM, Inc.
Operated By.....Harold F. Gross
Bus.-Studio-Transmitter Address.....Bank of Lansing Bldg.
Phone Number .....2-1333-4-5
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Standard
Representative .....Robert Meeker
Membership .....NAB
Pres., Gen.-Sta.-Comm. Mgr...Harold F. Gross
Program-Production Director..Howard K. Finch
Musical Director.....Robert Clayton

# WKLA

## LUDINGTON—1944
## ABC-KBS-MRN-WOLVERINE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ludington Bcstg. Co.
Business Address.....Stearns Bldg.
Phone Number .....842
Studio-Transmitter Address..204 E. Ludington Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Keystone

Representative .....Burn-Smith
Membership .....NAB
Pres., Gen.-Sta.-Comm.-Sales Prom. Manager.....K. L. Ashbacker
Prog.-Prod.-Pub.-Musical Dir.....Peter A. Mars
Chief Engineer.....Clyde J. Hull
Farm Editor.....Clair Mattes

## WDMJ

### MARQUETTE—1941
### MBS-KBS-NORTHERN

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Lake Superior Bcstg. Co., Inc.
Business-Studio Address....W. Washington St.
Phone Number .....616
News Service .....UP
Transcription Service .....Capitol
Representative .....Walker
President.....Frank J. Russell, Jr.
General Manager.....Leo G. Brott
Commercial Manager.....W. H. Treloar
Program Director.....Elden W. Wallace
Promotion Manager.....R. W. Palmer
Chief Engineer.....G. H. Brozek

## WMDN

### MIDLAND—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Rich Publ. House, Inc.
Business-Studio Address..124 S. McDonald St.
Phone Number .....4000
News Service .....AP
Transcription Service .....Lang-Worth
President.....Philip T. Rich
Gen.-Comm.-Prom. Mgr.....Walt Jaines
Program Director.....Don Gehring
Chief Engineer.....Peter Wolfe

## WKBZ

### MUSKEGON—1926
### ABC-WOLVERINE

Frequency: 850 Kc.....Power: 1000 Watts
Owned-Oper. By.....Ashbacker Radio Corp.
Business-Studio Address.....432 Apple Ave.
Phone Number .....2-6051
Transmitter Location.....Norton Township
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
Pres., Gen.-Station-Comm.-Sales Prom. Manager.....Grant F. Ashbacker
Program Director.....Robert Quinn
Publicity Director.....Alice Sutherland
Musical Director.....Y. Courtright
Chief Engineer.....Kenneth Pendleton


THE GIRLS ARE LOOKING AT US—

*We have our Long Pants now!*

*As a multiple city market, Muskegon, Muskegon Heights, and North Muskegon with a combined population of over* 80,000, *but not the official recognition,*

GREATER MUSKEGON

*is at last recognized by the Bureau of Census as a* Metropolitan Market. *See Sales Management,* 1949 *"Survey of Buying Power" for the late figures.*

*served by*

**W K B Z**

*"Your ABC Station"*

MUSKEGON—MICHIGAN

1000 watts — Full Time — 850 Kilocycles

National Representatives
Burn-Smith Company, Inc., Chicago - New York

# WMUS

## MUSKEGON—1947

Frequency: 1090 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Greater Muskegon Bcstrs., Inc.
Business-Studio Address.....1769 Peck St.
Phone Number .....2-7608
Transmitter Location....4 Mi. E. Hway. 31 on Giles Rd.
Air Time .....Daytime
News Service .....UP
Transcription Service.....Capitol, Associated
Representative .....Hal Holman
President, Comm.-Sales Promotion Manager.....William C. Wester
General-Station Manager.....B. L. Bennett
Program-Publicity Dir.....B. L. Bennett
Chief Announcer.....Ken Carter
Chief Engineer.....George Krivitsky

# WOAP

## OWOSSO—1948

Frequency: 1080 Kc.....Power: 250 Watts d.
Owned-Operated By.....Argus Press Co.
Bus.-Studio-Transmitter Address.....2300 N. Shiawassee
Phone Number .....980
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....J. E. Campbell
Manager.....M. H. Wirth
Comm. Mgr., Prog. Dir.....R. W. Cessna
Musical Director.....M. Carson
Chief Engineer.....S. Bristol

# WMBN

## PETOSKEY—1948
## MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1130 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business-Studio Address .....Petoskey
Phone Number .....3633
News Service .....AP
Representative .....Hal Holman
President .....Les Biederman
Manager .....Ralph Pierson
Commercial Manager.....Merten Carter
Program Director.....Max Anspaugh
Chief Engineer.....William H. Kiker

# WCAR

## PONTIAC—1939

Frequency: 1130 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WCAR, Inc.
Business-Studio Address.....Riker Bldg.
Phone Number .....7141
Transmitter Location.....Bet. Square Lake & Telegraph Rds.
Air Time.....Local sunrise-local sunset
News Service.....AP, INS
Transcription Service .....Standard
Representative.....John E. Pearson
President, General Mgr.....H. Y. Levinson

# WHLS

## PORT HURON—1938—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Port Huron Bcstg. Co.
Business-Studio Address.....932 Military St.
Phone Number .....2-3151
Transmitter Location.....540 — 32nd St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, World, Keystone
Representative.....Hal Holman, Gene Grant
Membership .....NAB
Partners.....Harmon L. & Herman L. Stevens
General-Station Manager.....Helen Nelson
Prog.-Prod. Dir., Chief Announcer, Musical Director.....Lyle Patterson
Chief Engineer.....Leslie Conant
Farm Editor.....Lyle Patterson

# WTTH

## PORT HURON—1947

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Times Herald Co.
Business-Studio Address.....903 Sixth St.
Phone Number .....5171
Transmitter Location.....3800 Dove Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service....Associated, Standard, Capitol
Representative.....McGeehan & O'Mara
Membership .....NAB, FMA
President.....Louis A. Weil
General-Station Manager.....F. Granger Weil
Commercial Manager.....William Weil
Prod. Dir., Chief Announcer.....Phil Sanford
Chief Engineer.....Marion Stoner
Farm Editor.....Frank Harmon

# WEXL

## ROYAL OAK—1923

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Royal Oak Bcstg. Co.
Business Address.....212 W. Sixth St.
Phone Number.....Jordan 4-6523-4
Studio Address..212 W. Sixth St., Royal Oak; 2201 Woodward Hts. Blvd., Ferndale
Transmitter Location....2201 Woodward Hts. Blvd., Ferndale
Air Time .....Unlimited
News Service.....AP, INS

Transcription Service .....Standard
Membership .....NAB
President.....George B. Hartrick
General Manager.....Jacob B. Sparks
Sta.-Comm.-Sales Prom. Manager,
Publicity Director.....Calvert M. Hill
Prog.-Prod. Dir., Chief
Announcer.....Gordon A. Sparks
Musical Director.....John Harrison
Chief Engineer.....Garnet G. Sparks

# WKNX

## SAGINAW—1947—WOLVERINE

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Operated By....Lake Huron Bcstg. Co.
Bus.-Studio-Transmitter Address.....221 S.
Washington Ave.
Phone Number .....3-4471-2-3
Air Time .....Daytime
News Service .....UP
Transcription Service..Associated, Lang-Worth
Representative .....Hal Holman
Membership .....NAB, BMB
General-Station Manager.....O. J. Kelchner
Commercial Manager.....W. J. Edwards
Sales Promotion Manager.....H. H. Wolfe
Prog.-Prod.-Pub. Dir.....Ernest T. Guy
Chief Announcer, Farm Editor...Don Andrews
Musical Director.....James Hughes
Chief Engineer.....Max Thomas

# WSAM

## SAGINAW—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Saginaw Bcstg. Co.
Business-Studio Address.....Radio Bldg.
Phone Number .....2-8161
Transmitter Location.....Bay Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB, BMB
President, Gen. Mgr.....Milton L. Greenebaum
Station-Commercial Mgr.....Robert W. Phillips
Program-Production Director....Jack D. Parker
Chief Engineer.....Meredith Koerner
Farm Editor.....Robert Liggett

# WSOO

## SAULT STE. MARIE—1940
## ABC-NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts d.;
100 Watts n.
Owned-Operated By..Hiawathaland Bcstg. Co.
Business-Studio Address..107 W. Portage Ave.
Phone Number .....3000
Transmitter Location....Hway. No. 2, 5 Mi. S.
of City
Air Time.....6:45 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Membership .....NAB, BMB
President, General Manager..Stanley R. Pratt
Station Manager.....Richard Y. Burnett
Commercial Manager.....Russell J. Staffeld
Sales Prom. Mgr., Chief Announcer,
Farm Editor.....Ed Krieger
Program-Production Director.....Ray Ulbrich
Publicity Director.....Eddie John
Musical Director.....Phil Ruskin
Chief Engineer.....William F. Morris

# WTCM

## TRAVERSE CITY—1941
## MBS-KBS-BUNYAN-WOLVERINE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Midwestern Bcstg. Co.
Business-Studio Address....Paul Bunyan Bldg.
Phone Number .....1150
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Hal Holman
President, General Mgr.....Les Biederman
Commercial Manager.....R. E. Detwiler
Program Director.....Ken Haven
Chief Engineer.....William H. Kiker

The World's Largest

Source of News—

AP

Available through

membership

GATEWAY
TO THE MINNEAPOLIS-ST. PAUL
MARKET
Selecting the right radio station in this market is important. You want to reach the rich Twin City retail market most effectively, and KSTP is the gateway to faster results. Programming and promotion — plus NBC — plus greater facilities — plus 50,000 powerful watts all combine to do the job you want done in a big time manner. Your message on KSTP will have greater impact — for KSTP is a great advertising influence...for twenty years — The Northwest's Leading Radio Station. And if television is your medium, KSTP-TV has the audience exclusively.
KSTP RADIO CITY
KEY STATION FOR THE NORTHWEST NETWORK
50,000 WATTS—CLEAR CHANNEL • EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.
KSTP
MINNEAPOLIS ... ST. PAUL

# MINNESOTA

*Estimated Population 2,940,000—Increase + 5.3%—Radio Homes 780,206*
*Total Families 799,300—Stations in State 34*

## KATE

### ALBERT LEA—1937—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Albert Lea-Austin Bcstg. Co., Inc.
Business-Studio Address.....332 S. Broadway
Phone Number .....2338
Transmitter Location.....W. Seventh St. S.W. of Albert Lea
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Representative.....John E. Pearson, Bulmer & Johnson
Membership .....NAB, BMB
President.....Bennett O. Knudson
Gen.-Station-Comm. Mgr.....James J. Delmont
Sales Prom. Mgr., Pub. Dir....W. Lee Meredith
Program Director.....Danny E. Gilbert
Production Director.....Margaret D. Haley
Musical Director.....Illena Henrichs
Chief Engineer.....Larry Lawson
Farm Editor.....Jack Turner

## KAUS

### AUSTIN—1948—MBS

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cedar Valley Bcstg. Co.
Business-Studio Address.....405A N. Main St.
Phone Number .....8836
Transmitter Location.....2½ Mi. S. of Austin
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Lorenzen & Thompson
Membership .....NAB
President.....Harry M. Smith
Gen.-Station-Comm. Mgr.....L. L. McCurnin
Sales Promotion Manager.....Tom Steensland
Chief Engineer.....Glen Klein
Farm Editor.....Don Richardson

## KBUN

### BEMIDJI—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Butler Bcstg. Co., Inc.
Business Address.....419½ Beltrami Ave.
Phone Number .....1900
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
General Manager.....Edward W. Butler
Chief Engineer.....Merville Jacobs

## KLIZ

### BRAINERD—1946
### MBS-UPPER MINN.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Brainerd Bcstg. Co.
Business Address .....Brainerd
Phone Number.....1400, 1689
Studio-Transmitter Address.....2700 E. Oak
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Membership .....NAB
President, General Manager.....E. T. O'Brien
Station Manager.....Lucille Grosse
Commercial Manager.....Ray Schwartz
Chief Announcer.....M. C. Gorham
Chief Engineer.....Arthur Vandersluis

## KBMW

### BRECKENRIDGE—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....The Interstate Bcstg. Corp.
Business Address.....519 Dakota Ave., Wahpeton, N. D.
Phone Number .....527
News Service .....UP
Transcription Service.....Thesaurus, Standard
President, General Mgr.....K. E. Bower
Asst. Mgr., Chief Engineer..V. E. Baumgartner
Program Director.....Donn Dwyer

## KROX

### CROOKSTON—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Crookston Bcstg. Co.
Business-Studio Address.....Eagles Bldg.
Phone Number .....1049-50
Transmitter Location...1.5 Mi. N. of Crookston
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus
Representative .....Donald Cook
Membership .....NAB
President.....D. A. McKenzie
General-Station Manager, Production Dir.....Donald Keith Van Velzer
Commercial Manager.....Glenn Simpson
Sales Promotion Manager.....Ralph Melbye
Program Director.....Evelyn Baustian
Publicity Director.....Jerry Dahlberg
Chief Announcer.....Glenn Walker
Musical Director.....Evelyn Baustian
Farm Editor.....Melvin Woell
Chief Engineer.....William Klewel

# KDAL

## DULUTH—1936—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....Red River Bcstg. Co., Inc.
Business-Studio Address....218 Bradley Bldg.
Phone Number.....Melrose 2628
Transmitter Location....Foot of 63rd Ave. W., West Duluth
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB, BMB
President, Gen. Mgr.....Dalton Le Masurier
Station-Comm. Mgr.....Odin S. Ramsland
Sales Promotion Manager.....Leigh Kamman
Program Director.....Dick Lawrence
Publicity Director.....Jean Conelison
Chief Engineer.....Robert A. Dettman

# WEBC

## DULUTH—1924
## NBC-NORTHWEST-ARROWHEAD

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....WEBC Bldg.
Phone Number .....Melrose 2873
Transmitter Location.....3925 Tower Ave., Superior, Wis.
Air Time .....Unlimited
News Service .....UP
Transcription Service...Associated, Thesaurus
Representative.....George P. Hollingbery, Bulmer & Johnson
President .....Morgan Murphy
General Manager.....W. C. Bridges
Director of Operations....H. E. Westmoreland
Sales Promotion Manager.....L. G. Anderson
Program Director.....W. E. Conner
Dir. of News & Special Events....Earl Henton
Publicity Director.....L. G. Anderson
Musical Director.....John Kleive
Chief Engineer.....Norman Gill

# WREX

## DULUTH—1947—MBS

Frequency: 1080 Kc....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By.....Lake Superior Bcstg. Co.
Business-Studio Address....213 E. Superior St.
Phone Number.....Radisson 2911
Transmitter Location.....McCuen St.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Weed
President .....Thomas McCabe
General Manager.....James R. King
Station Mgr., Prog.-Prod. Dir...Rolf M. Erickson
Commercial Manager.....Thomas Gavin
Sales Prom. Mgr., Pub. Dir.....Don Graham
Chief Announcer.....John Leslie
Musical Director.....Dennis Murphy
Chief Engineer.....William Lounsberry
Farm Editor.....Gordon Paymar

# WXLT

## ELY—1947

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Radio Station WXLT
Operated By.....Charles W. Ingersoll
Bus.-Studio-Transmitter Address..Box 450, So. Central Ave.
Phone Number .....226
News Service .....UP
Transcription Service .....MacGregor
Representative .....Walker
President, General-Station-Commercial Manager.....Charles W. Ingersoll
Sales Prom. Mgr., Prog. Dir.....Leo J. Kuhn
Production Director.....Ray Slogar
Publicity Director.....Marion E. Herrala
Chief Announcer.....Leo J. Kuhn
Chief Engineer.....Darrel F. Gander

# WEVE

## EVELETH—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Ridson, Inc.
Business Address.....921 Tower Ave., Superior, Wisc.
Phone Number .....4451
News Service .....AP
Transcription Service .....Lang-Worth
President.....Robert B. Ridder
General Manager.....Carl Bloomquist
Commercial Manager.....Elden Soberg
Chief Engineer.....J. Melvin Laskey

# KDHL

## FARIBAULT—1947

Frequency: 920 Kc.....Power: 1000 Watts
Owned By.....Lee-Smith Bcstg. Co.
Operated By..Herbert H. Lee, Palmer Dragsten, John E. Hyde
Business-Studio Address..213 Central Ave. N.
Phone Number .....2312
Transmitter Location.....Hway. 65
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
Gen.-Station Mgr...Herbert H. Lee (part owner)
Comm.-Sales Prom. Mgr.....Palmer Dragsten (part owner)
Program-Production Director....Jergen D. Nash
Musical Director.....Mera Ballis
Chief Engineer.....John E. Hyde (part owner)

# KGDE

## FERGUS FALLS—1926
## MBS-GREAT NORTHERN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Fergus Radio Corp.
Business-Studio Address.....Fergus Falls
Phone Number .....3986
Transmitter Location.....W. City limits
Air Time.....6 a.m.-M.
Representative .....Walker
Executive Director.....Harold L. Dell
Station Manager.....Don L. Albertson
Asst. Mgr.....Frederic T. Dell
Chief Engineer.....Harold E. Allen

# KBZY

## GRAND RAPIDS—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Itasca Bcstg. Co.
Business-Studio Address....207 N. 1st Ave. W.
Phone Number .....198
Transmitter Location.....Grand Rapids
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
General Manager.....Robert D. Kennedy
Commercial Manager.....Richard L. Bishop
Chief Engineer.....Ross A. Fessenmeyer

# WMFG

## HIBBING—1935—NBC-ARROWHEAD

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Head of the Lakes Bcstg. Co.
Business-Studio Address.....Androy Hotel
Phone Number .....1150
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Associated
Representative.....George P. Hollingbery
Pres., Owner, Chief Exec.....Morgan Murphy
General Manager.....W. C. Bridges
Sta.-Comm. Mgr.....Oscar H. Peterson
Sales Promotion Mgr.....James McDougall
Prog. Dir., Prod. Mgr.....Ruth E. Coe
Chief Engineer.....Norman Gill

# KYSM

## MANKATO—1938
## NBC-NORTHWEST

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....F. B. Clements & Co.
Operated By...Southern Minnesota Supply Co.
Business-Studio Address....101 N. Second St.
Phone Number .....4673
Transmitter Location.....Belgrade Hill, N. Mankato
Air Time .....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus
Representative.....John E. Pearson
Membership .....NAB, BMB
Gen.-Station-Comm. Mgr.....John F. Meagher
Program Director.....Bob Gardner
Musical Director.....Maurice Piché
Chief Engineer.....James Houts
Farm Editor.....Galen Kooser

# KMHL

## MARSHALL—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KMHL Bcstg. Co.
Business-Studio Address.....KMHL Bldg.
Phone Number .....2282-3
Transmitter Location.....½ Mi. E. of City, Hway. 19
Air Time.....6 a.m.-M.
News Service .....UP
Representative.....John E. Pearson
Owner.....Harry W. Linder
Manager.....Gilmore F. Frayseth
Program Director.....Homer Lane, Jr.
Technical Director.....H. Willard Linder

# WCCO

## MINNEAPOLIS—1924—CBS

Frequency: 830 Kc.....Power: 50,000 Watts
Owned-Oper. By....Columbia Bcstg. System, Inc.
Business-Studio Address....625 Second Ave. S.
Phone Number.....Main 1202
Transmitter Location .....Anoka
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Radio Sales
Membership .....NAB, BMB
General-Station Manager.....Merle S. Jones
Commercial Manager.....Alfred J. Harding
Sales Prom. Mgr., Pub. Dir.....Tony Moe
Program Director.....Gene Wilkey
Production Director.....Sig Mickelson
Musical Director.....Wallace Olson
Chief Engineer.....J. J. Beloungy
Farm Editor.....Larry Haeg

# WDGY

## MINNEAPOLIS—1923

Frequency: 1130 Kc....Power: 5000 Watts d. 500 Watts for 1 hr. after local sunset (CP 50,000 Watts full time)
Owned-Oper. By.....Twin Cities Bcstg. Corp.
Business-Studio Address.....Hotel Nicollet
Phone Number..Bridgeport 2271, Midway 6363
Transmitter Location....7401 Wayzata Blvd., St. Louis Park
Air Time..Daytime (CP 50,000 Watts full-time)

News Service ..... AP
Transcription Service ..... Capitol, Standard
Representative ..... Avery-Knodel
Membership ..... NAB, BMB
President ..... James Stuart
V.P., Station Manager ..... Melvin Drake
Sales Manager ..... Robert W. Owens
Program Director ..... B. Kendall Crane
Asst. Production Director .... Harland Horness
Musical Director ..... Walter Rudd
Chief Engineer ..... Charles W. Winkler
Farm Editor ..... Bob Allen

# WLOL

## MINNEAPOLIS—1940—MBS

Frequency: 1330 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Indepenednt Merchants Bcstg. Co.
Business-Studio Address .. 1730 Hennepin Ave.
Phone Number ... ATlantic 0406, MIdway 4043
Transmitter Location ..... 1370 Davern, St. Paul
Air Time ..... Unlimited
News Service ..... UP
Representative ..... John Blair
Membership ..... NAB
Chief Owner ..... Ralph Atlass
General Manager ..... C. T. Hagman

# WTCN

## MINNEAPOLIS-ST. PAUL—1934 ABC-DAIRYLAND

Frequency: 1280 Kc. .... Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By ..... Minnesota Bcstg. Corp.
Business Address ..... Wesley Temple Bldg.
Phone Number ..... Ma'n 6562, Nestor 8661
Studio Addresses ..... Wesley Temple Bldg, Minneapolis; Dispatch Bldg., St. Paul
Transmitter Location ..... 2235 N. Snelling
Air Time ..... 6 a.m.-M.
News Service ..... AP, UP
Transcription Service ..... Associated, Capitol
Representative ..... Free & Peters
Membership ..... NAB, BMB
President ..... Robert B. Ridder
V.P., Gen.-Station Mgr. .. F. Van Konynenberg
Commercial Manager ..... Robert N. Ekstrum
Sales Prom. Mgr., Pub. Dir. ..... Cliff Rian
Program Director ..... Judy Bryson
Production Director ..... Max Karl
Chief Announcer ..... Jack Bell
Musical Director ..... William Metchnek
Chief Engineer ..... John Sherman
Farm Editor ..... Robert Carlson

# KVOX

## MOORHEAD—1937 MBS-GREAT NORTHERN

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KVOX Bcstg. Co.
Business-Studio Address ..... 818 Center Ave.
Phone Number ..... 3-1523
Transmitter Location ... 14th St. & 12th Ave. So.
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... Capitol
Representative ..... Walker
Membership ..... NAB, BMB
President ..... Leo Johnson
General-Station Manager ..... M. M. Marget
Comm.-Sales Prom. Manager .... E. J. McKellar
Program Director ..... Dale Howard
Production Director ..... Sterling Kuhlmey
Chief Engineer ..... Don Geiken

# KLER

## ROCHESTER—1948—ABC

Frequency: 970 Kc. ..... Power: 500 Watts d.; 1000 Watts n.
Owned-Operated By ..... Rochester Bcstg. Co.
Business Address ..... 229 First Ave. S.W.
News Service ..... UP
Transcription Service ..... Associated
Representative ..... Adam J. Young, Jr.
President, General Mgr. ..... Alice P. Mayo
Commercial Manager ..... Robert Fick
Program Director ..... Robert Bouchier
Chief Engineer ..... Boynton Hageman

# KROC

## ROCHESTER—1935 NBC-NORTHWEST

Frequency: 1340 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Southern Minnesota Bcstg. Co.
Business-Studio Address .... 100 1st Ave. Bldg.
Phone Number ..... 3924
Transmitter Location ..... Cascade Township
Air Time ..... 6 a.m.-M.
News Service ..... UP
Transcription Service ..... World
Representative ..... John E. Pearson, Bulmer & Johnson
Membership ..... NAB, BMB
President ..... Mrs. G. P. Gentling
General-Station Manager ... G. David Gentling
Comm.-Sales Prom. Mgr. ..... Walter Bruzek
Program Director ..... Cal Smith
Prod. Dir., Chief Announcer ..... Joe Foss
Publicity Director ..... Jerry Brataas
Musical Director ..... Jerry Boyum
Chief Engineer ..... Bob Cross
Farm Editor ..... Ray Thompson

# KFAM

## ST. CLOUD—1938 NBC-NORTHWEST

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Times Publishing Co.

Business-Studio Address.....Weber Bldg.
Phone Number .....3330-1
Transmitter Location....Washington Memorial Dr. & 16th St.
Air Time .....Unlimited
News Service .....AP
Transcription Service...Thesaurus, Lang-Worth
Membership .....NAB, BMB
Pres., Gen.-Sta.-Sales Promotion Manager.....Frederick C. Schilplin
Commercial Manager.....John F. Green
Prog.-Pub. Dir.....Avis Russell
Prod. Dir., Chief Announcer.....Gene Nelson
Chief Engineer.....Robert Witschen
Farm Editor.....Cliff Sakry

# KEYD

## ST- PAUL-MINNEAPOLIS—1948

Frequency: 1440 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Family Bcstg. Corp.
Business-Studio Address.....15 N. Ninth St.
Phone Number.....Lincoln 8451
Transcription Service.....SESAC, Standard
General Manager.....Lee L. Whiting
Sales Manager.....Harold A. Winther

# WMIN

## ST. PAUL—1936

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WMIN Bcstg. Co.
Business-Studio Address.....538 Hamm Bldg.
Phone Number.....Garfield 1361
Air Time.....6:30 a.m.-M.
News Service .....AP
Representative .....Forjoe
Membership .....NAB
General Manager.....Frank Devaney
Chief Engineer.....Warren Fritze

# KSTP

## ST. PAUL-MINNEAPOLIS—1928
## NBC-NORTHWEST

Frequency: 1500 Kc.....Power: 50,000 Watts
Owned By.....KSTP, Inc.
Bus.-Studio Address.....3415 University Ave., 3415 University Ave. S.E., St. Paul-Minneapolis
Phone Number.....Prior 2717
Transmitter Location.....County Rd. C. & Hway. 61, St. Paul
Air Time .....Unlimited
News Service.....AP, INS, Radio News Assn.
Transcription Service.....Thesaurus, World, Lang-Worth, Standard
Representative .....Edward Petry
Membership .....NAB
President, Gen. Mgr.....Stanley E. Hubbard
V.P., Asst. Manager.....K. M. Hance
Commercial Manager.....Miller C. Robertson
Production Manager.....C. Brooks Henderson
Promotion-Publicity Director.....Joe Cook
News Director.....Walt Raschick
Actg. Chief Engineer.....John McMahon
Farm Director.....Gary Wiegand

*(See Page 470)*

# KTRF

## THIEF RIVER FALLS—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Henry K. Arneson
Bus.-Studio-Transmitter Address...Thief River Falls
Phone Number .....13-14
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Thesaurus, SESAC, Keystone
Representative .....Walker
Membership .....NAB, BMB
President .....H. K. Arneson
Commercial Manager.....A. C. Christofferson
Production Director.....T. E. Speer
Publicity Director.....Kay Barzen
Chief Announcer.....R. G. Boddick
Musical Director.....James E. Arneson
Chief Engineer.....H. J. Bothman

# WHLB

## VIRGINIA—1936
## NBC-NORTHWEST-ARROWHEAD

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Head of the Lakes Bcstg.
Business-Studio Address .....Virginia
Phone Number.....Virginia 2000
Air Time.....6:25 a.m.-11:09 p.m.
News Service .....UP
Transcription Service.....Associated, SESAC
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President .....Morgan Murphy
General Manager.....Walter Bridges
Sta.-Comm.-Sales Prom. Mgr.....A. F. Nelson
Chief Engineer.....Norman Gill

# KWAD

## WADENA—1948

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.
Bus.-Studio Address.....First Natl. Bank Bldg.
Phone Number .....920
News Service .....UP
Transcription Service.....Cole, Capitol
Representatives.....McGeehan & OMara, Bulmer & Johnson
President.....C. V. Phillips
Gen. Mgr., Chief Engineer....H. G. Alexander
Commercial Manager.....Carl E. Holt
Program Director.....Esther Marie Hosterman

# KWLM

## WILLMAR—1940—ABC-DAIRYLAND

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Lakeland Bcstg. Co.
Business-Studio Address.....307 W. 6th St.
Phone Number .....1340
Transmitter Location.....Foot Lake
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Cole
Representative.....John E. Pearson
Membership .....NAB, BMB
President, Gen.-Station Manager..H. W. Linder
V.P., Chief Engineer.....Willard Linder
Comm. Mgr., Prog. Dir.....Jack Lynch
Publicity Director.....Don Linder
Chief Announcer.....Joe Martinson

# KWNO

## WINONA—1938—ABC-DAIRYLAND

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Winona Radio Service
Business-Studio Addres.....216 Center St.
Phone Number .....3314
Transmitter Location.....Tower Bluff
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership.....NAB, BMB, FMA
President.....M. H. White
General-Commercial Manager.....Ken Marsh
Program Director.....Doris Cooper
Publicity Director.....Ethel Goetzman
Chief Announcer.....Charles Williams
Chief Engineer.....Stanley Johnson

# KWOA

## WORTHINGTON—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Worthington Bcstg. Co., Inc.
Bus.-Studio Address....Thompson Hotel Bldg.
Phone Number .....2-7310-1
Transmitter Location.....4 Mi. W. of City
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Bulmer & Johnson
Membership .....NAB
President.....R. W. Olson
General-Commercial Mgr.....Wallace E. Stone
Program Director.....Frank W. Endersbe
Chief Engineer.....Clinton W. Knapp
Farm Editor.....Richard W. Olson

# MISSISSIPPI

*Estimated Population 2,121,000—Increase —2.9%—Radio Homes 426,300*
*Total Families 533,600—Stations in State 35*

# WLOX

## BILOXI—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WLOX Bcstg. Co.
Bus.-Studio-Transmitter Address...Buena Vista Hotel
Phone Number .....683
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....William G. Rambeau
Membership .....NAB
President.....James S. Love, Jr.
Gen.-Station Mgr., Pub. Dir.....Gene Tibbett
Comm.-Sales Prom. Mgr.....Carl H. Upchurch
Program Director.....Hugh Smith
Production Director.....Dorothy Harris
Chief Announcer.....Ken Carlton
Musical Director.....Gwen Gollotte
Chief Engineer.....Thomas B. Majure
Farm Editor.....Jerry Thompson

# WJMB

## BROOKHAVEN—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Brookhaven Bcstg. Co.
Address.....P. O. Box 115
Phone Number .....1298
Gen.-Comm. Manager.....Tullius Brady
Prog. Dir., Prom. Mgr.....Chuck Allen
Chief Engineer.....Tom Pharris

# WROX

## CLARKSDALE—1934
## MID-SOUTH-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....The Imes Estate
Operated By.....Birney Imes, Jr.
Business Address.....Delta Ave.
Phone Number .....1566-7
Studio Address.....Delta Ave. (downtown)
Transmitter Location.....Delta Ave. (outside city limits)
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....AP

Representative.....Sears & Ayer
Membership .....NAB
President.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....P. B. Hinman
Commercial Manager.....H. E. Gurney
Chief Announcer.....Jack Cristil
Musical Director.....John Thomas
Chief Engineer.....R. Wilson
Farm Editor.....Bill Dollarhite

# WCJU

## COLUMBIA—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....WCJU, Inc.
Operated By.....Lester Williams
Business Address.....WCJU, Columbia
Phone Number .....755-6
Studio Address.....So. Main St.
Transmitter Location.....Hway, 24, S.
News Service .....AP
Transcription Service.....World, Keystone
Owner, Gen. Mgr.....Lester Williams
Asst. Mgr., Prog. Dir...Charles E. Newman, Jr.
Chief Announcer.....Bill Barrett
Chief Engineer.....Ray Tolar
Farm Editor.....John Bleckley

# WCBI

## COLUMBUS—1940
## MBS-KBS-MID SOUTH

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes
Business-Studio Address.....Gilmer Hotel
Phone Number .....1313
Transmitter Location.....Foot of Main St. So.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Keystone
Representative.....Sears & Ayer
Membership .....NAB
President .....Birney Imes
General Manager.....Bob McRaney
Station-Comm. Mgr.....James Eatherton
Sales Promotion Manager.....Bob McRaney
Program Director.....Herbert Taylor
Chief Announcer.....Dick Crago
Musical Director.....Jim Frazier
Chief Engineer.....Thomas McFerrin
Farm Editor.....Chuck Delaney

# WCMA

## CORINTH—1945—MBS-DIXIE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Corinth Bcstg. Co., Inc.
Business-Studio Address.....Ray Bldg.
Phone Number .....1166-7
Transmitter Location.....Hway. No. 72 E.
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB, BMB
President.....Dr. Frank M. Davis
V.P., General Mgr.....Aaron B. Robinson
Station-Comm.-Sales Prom. Mgr....John E. Bell
Prog.-Prod.-Pub. Dir.....William T. McLain
Chief Announcer.....Almos S. Young
Musical Director.....George S. Irving
Chief Engineer.....William M. Essary
Farm Editor.....Thomas J. Williams

# WGVM

## GREENVILLE—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Operated By.....David M. Segel
Bus.-Studio Address.....316 Washington Ave.
News Service .....UP
Owner, General Mgr.....David M. Segel
Station Manager.....Merle Stein
Chief Engineer.....Welton Jetton

# WJPR

## GREENVILLE—1939—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Services Co., WJPR
Business-Studio Address....107 So. Poplar St.
Phone Number .....2434-5
Transmitter Location.....N. on Hway. 1
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service....Associated, Capitol, Keystone
Representative.....Sears & Ayer
Membership .....NAB, BMB
General-Station Manager..Emmet H. McMurry
Commercial Manager.....Frank W. Baldwin
Program Director.....Paul Artman
Chief Announcer.....Bill McHan
Musical Director.....Eddie Guss
Chief Engineer.....Percy L. Kuhn

# WGRM

## GREENWOOD—1938—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Operated By.....F. C. Ewing
Phone Number .....1900
Studio-Transmitter Location.....Walnut St.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Keystone
Membership .....NAB
President.....P. K. Ewing, Sr.
General-Station Manager.....F. C. Ewing
Commercial Manager.....Van Power
Production Director.....Grace Harris
Publicity Director.....Tip Allen
Chief Announcer.....Dan Smith
Musical Director.....Curtis Caffy
Chief Engineer.....Louis Pierce

# WGCM

## GULFPORT—1929—ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WGCM Bcstg. Co.
Bus.-Studio Address.....Hewes-Martin Bldg.
Phone Number .....1110
Air Time.....5:55 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....NAB
Gen.-Sta.-Comm. Mgr.....Hugh O. Jones
Sales Prom.-Prod. Mgr., Prog. Dir....C. E. Vann
Publicity Director.....Marc Leon
Chief Engineer.....Donovan Murphy

# WFOR

## HATTIESBURG—1926
## NBC-REBEL-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Forrest Bcstg. Co.
Business-Studio Address....302 Hemphill St., P. O. Box 312
Phone Number .....1866-7
Transmitter Location.....Cor. 25th Ave. & W. 7th St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Capitol, Keystone
Representative.....George P. Hollingbery
Membership .....NAB
President, General-Station Mgr....C. J. Wright
Commercial Manager.....H. L. Patterson
Program Director.....E. M. Jenkins
Chief Engineer.....B. B. McLemore

# WHSY

## HATTIESBURG—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Hub City Bcstg. Co.
Bus.-Studio Address.....920 S. Lawrence St.
Partners.....Charles Welmer Holt, Marvin Reubin, Vernon J. Cheek

# WJDX

## JACKSON—1929—NBC

Frequency: 1300 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Lamar Life Ins. Co.
Business Address.....P. O. Box 2171
Phone Number .....2-1183
Air Time .....Unlimited
News Service .....UP
Transcription Service..Thesaurus, MacGregor, Lang-Worth, Cole, Capitol, World
Representative.....George P. Hollingbery
Membership .....NAB, BMB
General Manager.....Wiley P. Harris
Commercial Manager.....Frank Gentry
Program Director.....Howard Langfitt
Chief Engineer.....Percy G. Root

# WJQS

## JACKSON—1946—CBS-MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Edwards Hotel
Phone Number .....3-9681
Transmitter Location.....Pleasant Ave.
Air Time.....6 a.m.-12:10 a.m.
News Service .....AP
Transcription Service .....Standard
Membership .....FMA
President, General Manager...Withers Gavin

# WJXN

## JACKSON—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Ewing Bcstg. Co.
Business-Studio Address....Deposit Guaranty Bank Bldg.
Phone Number .....4-6673
Transmitter Location.....Fair Grounds
Co-Managers....P. K. Ewing, Jr.; F. C. Ewing
Station Manager.....James T. Ownby

# WRBC

## JACKSON—1947—MBS

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Rebel Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 986, 125 So. Lamar
Phone Number .....3-9641
Transmitter Location.....Fannin Rd., Luckney
Air Time.....5:30 a.m.-12:05 a.m.
News Service .....INS
Transcription Service .....Associated
Representative .....Branham
Membership .....NAB, BMB
President.....T. E. Wright
General Manager.....John Cleghorn
Sales-Sales Prom. Mgr.....J. W. Carlier
Prog. Dir., Farm Editor.....Forrest Cox
Production Director.....Les Birchfield
Publicity Director.....Frank Mayerhoff
Chief Engineer.....G. G. Benson

# WSLI

## JACKSON—1938—ABC

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By..Standard Life Bcstg. Co., Inc.
Business Address.....P. O. Box 1847
Phone Number .....3-2788
Studio Address.....Robert E. Lee Hotel

Transmitter Location.....Hway. 51 N.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President.....C. H. Russell
General-Station Manager.....L. M. Sepaugh
Commercial Manager.....F. E. Wilkerson, Jr.
Sales Promotion Manager.....M. B. Wray
Program Director.....B. K. Smith
Chief Announcer.....Bill Lohmeier
Musical Director.....Roger Noble
Chief Engineer.....C. A. Perkins
Farm Editor.....Jim Neal

# WKOZ

## KOSCIUSKO—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Kosciusko Bcstg. Co.
Business Address.....P. O. Box 392
Phone Number .....782
Studio Address.....Jefferson St.
Transmitter Location.....Golf Course Rd.
Air Time..... 5a.m.-10 p.m.
News Service .....AP
Transcription Service.....Capitol, World, Keystone
Membership .....NAB
General-Station Manager.....Cy. N. Bahakel
Commercial Manager.....Melvin C. Lee
Program Director.....Mims Boswell, Jr.
Chief Engineer.....George C. Ray

# WAML

## LAUREL—1935—NBC-REBEL-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....New Laurel Radio Station, Inc.
Business-Studio Address..535½ Central Ave.
Phone Number.....288, 1575
Transmitter Location.....Laurel Fairgrounds
Air Time.....6 a.m.-11:05 p.m.
News Service .....AP
Transcription Service.....Capitol, Keystone
Representative.....George P. Hollingbery
Membership .....NAB
President.....D. A. Matison, Sr.
General-Station Manager....Granville Walters
Comm.-Sales Prom. Manager.....M. M. Caver
Program Director.....Stanley Walters
Chief Announcer, Musical Dir.....Ed Breland
Chief Engineer.....Clyne Graves

# WLAU

## LAUREL—1946—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Southland Bcstg. Co.
Business-Studio Address..437 N. Magnolia St.
Phone Number .....420
Transmitter Location.....E. 19th St.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Membership .....NAB
President.....C. H. Leggett
General-Station Manager.....Hugh M. Smith
Commercial Manager.....W. E. Jones
Program Director.....David Kane
Publicity Director.....Dean Matteson
Chief Engineer.....Ed Pierce

# WMBC

## MACON—1946—MISS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Mississippi Bcstg. Co., Inc.
Business-Studio Addres.....Thomas Jefferson Hotel
Phone Number .....310
Transmitter Location..Old Starkville Rd. near city limits
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
President, General Manager...Withers Gavin

# WAPF

## McCOMB—1948—KBS

Frequency: 1010 Kc.....Power: 250 Watts d.
Owned-Oper. By..Southwestern Bcstg. Co. of Mississippi
Business-Studio Address.....Sarphie Bldg., Box 604
Phone Number .....1884
Transmitter Location.....2 Mi. S.W. of city
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service....Lang-Worth, Keystone
President.....Dr. J. P. Melvin
General-Station Manager...Wyllard G. Stone
Program Director.....Harold Hill
Chief Announcer, Farm Editor...Malcom Jones
Chief Engineer.....Philip Brady

# WSKB

## McCOMB—1937—MISS.

Frequency: 1250 Kc.....Power: 5000 Watts d.; 500 Watts n.
Owned-Operated By.....McComb Bcstg. Corp.
Address.....P. O. Box 111
Phone Number .....37
News Service .....AP
Transcription Service.....Associated, Capitol
Representative .....Gene Grant
President, Gen. Mgr.....George Blumenstock
Commercial Mgr.....Jack Evans Jones
Program Director.....Julia Blumenstock
Promotion Manager.....Charles Palmer
Chief Engineer.....Robert Louis Sanders

# WCOC

## MERIDIAN—1926—CBS-MISS.

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Mississippi Bcstg. Co., Inc.
Business-Studio Address.....Threefoot Bldg.
Phone Number .....1042
Transmitter Location.....Hway. 45 N.
Air Time.....6 a.m.-12:10 a.m.
News Service .....UP
Transcription Service .....Standard
President, General Manager...Withers Gavin
Program Director.....Mrs. Withers Gavin

# WMOX

## MERIDIAN—1946
## MBS-KBS-MIDSOUTH

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Birney Imes, Jr.
Business-Studio Address.....WMOX Bldg.
Phone Number .....495
Transmitter Location.....31st Ave. S.
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service.....World, Keystone
Representative.....Sears & Ayer
Membership .....NAB, BMB
Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station-Sales Prom. Mgr.....Jerry Kerns
Commercial Manager.....Jerry Kerns
Program Director.....Mary Fane Collins
Production Director.....Chris Everson
Pub. Dir., Chief Announcer.....Jim Shelton
Musical Director.....Marilyn Lawrence
Chief Engineer.....Al Betmarik
Farm Editor.....Earl Hanna

# WTOK

## MERIDIAN—1946—ABC-REBEL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Meridian Bcstg. Co.
Business Studio Address....Citizens Natl. Bank Bldg.
Phone Number .....5070
Transmitter Location.....3rd Ave. & 20th St.
Air Time.....6 a.m.-11:05 p.m.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Pres., General-Station Mgr...Robert F. Wright
Comm.-Sales Prom. Mgr.....William B. Crooks
Prog.-Pub. Director.....Frank Holifield
Chief Announcer.....Cecil Germany
Chief Engineer.....Joe H. Saxon

# WMIS

## NATCHEZ—1941—NBC-KBS-LA.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Natchez Bcstg. Co.
Business-Studio Address.....615 Main St.
Phone Number .....580
News Service .....AP
Transcription Service .....Lang-Worth
President.....P. K. Ewing
Gen.-Prom. Mgr.....P. K. Ewing, Jr.
Commercial Mgr.....Paul Schilling
Program Dir.....Wilma Nichols
Chief Engineer.....George W. Wilson

# WHOC

## PHILADELPHIA—1948—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....William Howard Cole
Bus.-Studio-Transmitter Address..Hways 15 & 16, ext. of Beacon St.
Phone Number .....740
Air Time .....Unlimited
News Service .....UP
Transcription Service...World, Cole, Keystone
Membership .....NAB
Owner.....William Howard Cole
General Manager.....W. C. DeHority
Prog. Dir., Chief Announcer.....Jim Sparks
Chief Engineer.....F. H. Frantz

# WACR

## STARKVILLE—1948—MISS.

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned By.....Mississippi Bcstg. Co., Inc.
Business Address .....Starkville
Air Time .....Daytime
President, General Manager...Withers Gavin

# WSSO

## STARKVILLE—1948—MID-SOUTH

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Starkville Bcstg. Co.
Business-Studio Address.....WSSO Bldg.
Phone Number .....1230
News Service .....AP
Transcription Service .....Capitol
Partners.....Joe Phillips, Grady Imes, J. P. Hartness, C. C. Hollinshead
General Manager.....Joe Phillips
Comm. Mgr., Prog. Dir.....Bob Whitely

# WELO

## TUPELO—1944
## MBS-KBS-MID SOUTH

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Tupelo Bcstg. Co.

Business-Studio Address.....WELO Bldg., So. Spring St.
Phone Number .....1400-1
Transmitter Location.....Hway. 45 So.
Air Time.....5:43 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Keystone
Representative.....Sears & Ayer
Membership .....NAB
Owner.....Birney Imes, Jr.
General Manager.....Bob McRaney
Station Manager.....Bob Evans
Comm.-Sales Prom. Manager..Reeves Whirley
Prog.-Prod.-Pub. Director.....Gene Gratz
Chief Engineer.....LeRoy Green

## WQBC

### VICKSBURG—1931—MBS-KBS

Frequency: 1420 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Delta Bcstg. Co.
Business-Studio Address.....Hotel Vicksburg
Phone Number .....312
Transmitter Location.....2½ Mi. E. of City
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Keystone
Representative.....Sears & Ayer
Membership .....NAB, BMB
President.....L. P. Cashman
General-Station Mgr.....Mary-Van Cashman
Commercial Manager.....L. L. Miller
Chief Engineer.....C. E. Drake
Farm Editor.....Charles Nabors

## WVIM

### VICKSBURG—1948
### MISS. DIAMOND

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Ewing Bcstg. Co.
Business Address.....708 Clay St.
Phone Number .....1920-1
Studio Address.....Hotel Carroll
Transmitter Location....Thompson & Floyd Sts.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
Partners.....P. K. Ewing, Jr., F. C. Ewing, Myrtle M. Ewing
General Manager.....P. K. Ewing, Jr.
Commercial Manager.....Walter F. Smith, Jr.
Program Director.....Paul Simpkins
Chief Engineer.....W. A. Lewis

## WROB

### WEST POINT—1947
### MBS-MID SOUTH-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Bob McRaney, Sr.
Bus.-Studio-Transmitter Address.....Forrest St.
Phone Number .....807
Air Time.....6 a.m.-11 p.m.
Transcription Service .....Keystone
Representative.....Sears & Ayer
President, General Mgr.....Bob McRaney, Sr.
Sta.-Comm.-Sales Prom. Mgr., Publicity Director.....Ed McRaney
Prog. Dir., Chief Announcer, Chief Engineer.....John E. King, Jr.
Prod.-Musical Dir.....Hugh W. Shankle

## WAZF

### YAZOO CITY—1947—MISS.-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Yazoo Bcstg. Co.
Operated By.....Barrier, Holmes & Barrier
Business Address.....P. O. Box 14
Phone Number .....1040
Studio Address.....321 S. Main St.
Transmitter Location.....State Hway. 49 E.
Air Time.....6 a.m.-10 p.m.
News Service .....AP
Transcription Service.....World, Keystone
President.....H. T. Barrier
General-Comm. Manager.....Guy Corley
Station-Sales Promotion Manager, Program-Publicity Director.....R. A. Novak
Production Director.....Beverly Warren
Chief Announcer, Musical Director, Farm Editor.....Warren Desmond
Chief Engineer.....D. A. Flinspach

"We, the California state radio members of THE ASSOCIATED PRESS, reaffirm our recognition of the principle of mutual exchange of news, and pledge our fullest cooperation in carrying out our obligations of membership."—From the Minutes of the California AP Radio Association, February 19, 1949.

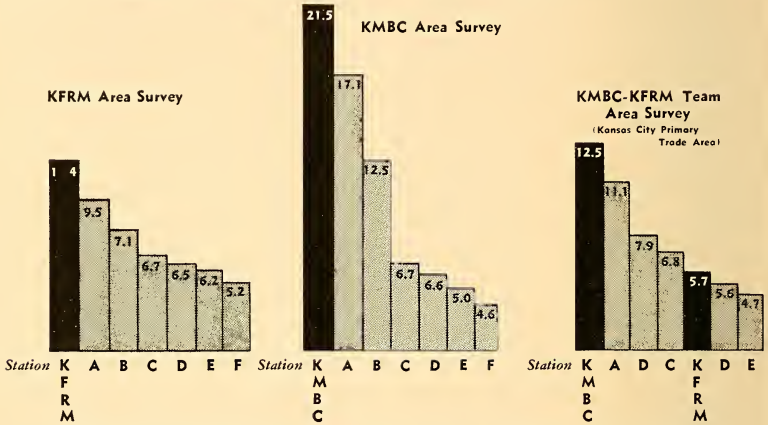
# Listeners In Kansas City's Primary Trade Area
## VOTE FOR
# *The* KMBC-KFRM *Team*

The first Area Radio Study of The Kansas City Primary Trade Area shows The KMBC-KFRM Team far in the lead of all broadcasters heard in the area. Made in the fall of 1948 by Conlan & Associates, this study is believed to be the *largest* coincidental survey of its kind ever conducted. Factual data from this survey of more than 100,000 calls is published in three books—The KMBC-KFRM Team Area Study (Kansas City Primary Trade Area), the KMBC Area Study, and the KFRM Area Study.

These Area studies which cover 8 a.m. to 6:30 p.m. throughout one week, (KFRM is a daytime station) ending in early October, exclude the larger cities: both Kansas City's (Missouri and Kansas), St. Joseph, Topeka, Salina, Hutchinson and Wichita, surveys for all of which have been made by Conlan.

The KMBC Area Study proves KMBC is the most listened to station (daytime) within an average radius of slightly over 100 miles from Kansas City!

The KFRM Area Study proves KFRM is the most listened to (daytime) station in Kansas within KFRM's half-millivolt contour! (KFRM is a daytime station.)




These graphs illustrate the percentage of total audience of KMBC and KFRM, as determined by the Conlan survey, in comparison to the other leading stations of the area.

There were 73 Kansas, 5 Oklahoma and 4 Nebraska counties included in the KFRM Area Survey, (Wichita, Salina, Hutchinson excluded) with a population of 1,011,750; all within KFRM's half-millivolt contour.

In the KMBC Area Survey there were 61 counties, (Kansas City, Mo., Kansas City, Kansas, St. Joseph, Topeka excluded); all within KMBC's half-millivolt daytime contour.

In the KMBC-KFRM Area Survey for the Kansas City Primary Trade area, as defined by Dr. W. D. Bryant, now research director for the 10th Federal Reserve District, there were 135 counties, with a total population of 2,099,531; all counties being within the half-millivolt daytime contours of KMBC-KFRM. (Metropolitan areas named were excluded.)

Only The KMBC-KFRM Team delivers complete coverage of the great Kansas City Trade area! The KMBC-KFRM Team provides the most economical circulation an advertiser can buy to cover this huge, important trade area.

**KMBC**
OF KANSAS CITY

Represented Nationally by
FREE & PETERS, INC.

**KFRM**
For Kansas Farm Coverage

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY

# MISSOURI

*Estimated Population 3,947,000—Increase +4.3%—Radio Homes 1,072,800*
*Total Families 1,137,400—Stations in State 39*

## KFVS

### CAPE GIRARDEAU—1925—MBS

Frequency: 960 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Hirsch Bcstg. Co.
Business-Studio Address.....324 Broadway
Phone Number .....2104-5
Transmitter Location .....Illinois
Air Time .....Unlimited
News Service .....UP
Membership .....NAB, BMB
P esident, General Manager..Oscar C. Hirsch
Station-Comm. Manager.....Ralph Hirsch

## KDMO

### CARTHAGE—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Carthage Bcstg. Co.
Operated By.....L. C. McKenney, J. J. Daly
Bus.-Studio-Transmitter Address.....1201 E. Chestnut
Phone Number .....2648
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Thesaurus, Capitol, Keystone
Membership .....NAB
Station Manager.....L. C. McKenney
Commercial Manager.....J. J. Daly
Sales Promotion Manager.....Phil Hannum
Program Director.....Lee Crocker
Publicity Director.....Bob Young
Chief Engineer.....Jack Langford
Farm Editor.....B. P. Cameron

## KFRU

### COLUMBIA—1925—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....KFRU, Inc.
Operated By.....H. J. Waters, Mahlon R. Aldridge, Jr.
Business Address.....13 S. 8th St.
Phone Number .....4141
Studio-Transmitter Location.....Hickman Hall, Stephens College
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John Blair
Membership .....NAB, BMB
President.....H. J. Wate-s, Jr.
Gen.-Station-Comm.-Sales Promotion Manager.....Mahlon R. Aldridge, Jr.
Program Director.....Harold Douglas
Publicity Director.....M. R. Aldridge, Jr.
Chief Engineer.....Robert Haigh

## KREI

### FARMINGTON—1947—KBS

Frequency: 1350 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cecil W. Roberts
Business Address .....Farmington
Phone Number .....710
Studio-Transmitter Address.....Burks Rd. & Webster St.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service...Lang-Worth, Keystone
Owner.....Cecil W. Roberts
Station Manager.....Mrs. Mary Burton
Sales Manager.....Howard G. Rion
Chief Engineer.....Kermit Barker

## KFMO

### FLAT RIVER—1947
### GRIESEDIECK

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Lead Belt Bcstg. Corp.
Operated By.....Oscar C. Hirsch
Business-Studio Address.....Flat River
Phone Number .....1000
Transmitter Location.....U. S. Hway. 61
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Cole
Representative .....Jonh E. Pearson
Membership .....NAB
President, General Manager...Oscar C. Hirsch
Station-Comm. Mgr.....James F. Collins
Program-Production Dir.....Virginia Collins

## KHMO

### HANNIBAL—1941—MBS

Frequency: 1070 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By..Courier-Post Publishing Co.
Business-Studio Address.....102-A Broadway
Phone Number .....3450
Transmitter Address.....6 Mi. S. of Hannibal on Old New London Dirt Rd.
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
Sec.-Treas. .....E. L. Sparks
Gen.-Sta.-Sales Prom. Mgr....Wayne W. Cribb
Commercial Manager.....R. A. Conner
Program Director.....Paul McClelland
Publicity Director.....Larry Grubb
Chief Engineer.....Ben Parrish
Farm Editor.....George Allen, Jr.

# KIMO

## INDEPENDENCE—1947

Frequency: 1510 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Blue Valley Co.
Business-Studio Address.....310 N. Osage
Phone Number.....CL. 9810
Transmitter Location....28th & Northern Blvd.
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....Capitol
Representative.....Lorenzen & Thompson
Membership.....NAB
General Manager.....Craig Siegfried
Program Director.....John Waddell
Chief Announcer.....Harry Becker
Musical Director.....Kaye Elliotte
Chief Engineer.....Eldon Ryan

# KWOS

## JEFFERSON CITY—1937—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Business-Studio Address....210-212 Monroe St.
Phone Number.....4000
Transmitter Location.....St. Mary's Blvd.
Air Time.....Unlimited
News Service.....AP
Transcription Service....Lang-Worth, Keystone
Representative.....Sears & Ayer
Membership.....BMB
President.....R. C. Goshorn
General Manager.....Catherine Roer
Chief Engineer.....Leroy S. Hackmann

# KFSB

## JOPLIN—1948

Frequency: 1310 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Four States Bcsters, Inc.
Business-Studio Address.....1025 Main
Phone Number.....1310
Transmitter Location.....N.W. of Joplin
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service...Lang-Worth, Standard
Representative.....Walker
President.....Harry Easley
General Manager.....W. H. Clark
Program Director.....Ray Arvin
Chief Engineer.....Ralph Meador

# KSWM

## JOPLIN—1946—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Air Time, Inc.
Business-Studio Address.....Hotel Connor
Phone Number.....7260
Transmitter Location.....1928 W. 13th St.
Air Time.....6 a.m.-M.
News Service.....UP
Transcription Service.....World
Representative.....William G. Rambeau
Membership.....NAB
President, Gen.-Sta.-Comm. Mgr.
Publicity Director.....Austin A. Harrison
Sales Promotion Mgr.....Rot V. Whisnand
Prog.-Prod.-Musical Dir.....Noel E. Ball
Chief Announcer.....Claude Evans
Chief Engineer.....Austin A. Harrison

# WMBH

## JOPLIN—1926—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joplin Bcstg. Co.
Business-Studio Address.....Frisco Bldg.
Phone Number.....330
Transmitter Location.....15th & Munroe
Air Time.....18 Hrs.
News Service.....AP
Transcription Service....Lang-Worth, Standard
Representative.....Sears & Ayer
Membership.....NAB, BMB
Pres., Gen.-Station-Comm. Mgr.....D. J. Poynor
Sales Prom. Mgr., Pub. Dir.....Dave Blair
Program Director.....Charlotte Tappana
Production Director.....Mary Curtis
Chief Announcer.....Leonard Brown
Musical Director.....Stella Lukens
Chief Engineer.....Dick Meek
Farm Editor.....Charles McIntire

# KCKN

## KANSAS CITY

(See Listing, Kansas City, Kans.)

# KCMO

## KANSAS CITY—1936—ABC

Frequency: 810 Kc.....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....KCMO Bcstg. Co.
Business-Studio Address.....1515 Commerce Bldg.
Phone Number.....Baltimore 1234
Transmitter Location.....Nashua
Air Time.....20 Hrs.
News Service.....AP, UP
Transcription Service.....Thesaurus
Representative.....John E. Pearson
Membership.....NAB, BMB
President.....Tom L. Evans
Gen.-Comm.-Sta. Mgr.....E. K. Hartenbower
Asst. Manager.....Clarence E. Breczeal
Sales Prom. Mgr., Pub. Dir.....F. C. Strawn
Program Director.....S. B. Tremble
Production Director.....Kenneth Heady
Chief Announcer.....Dal Stallard
Musical Director.....Eugene Moore
Chief Engineer.....Karl Troeglen
Farm Editor.....C. W. Jackson

# KFRM

## KANSAS CITY—1947

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Midland Bcstg. Co.
Business-Studio Address.....Pickwick Hotel
Phone Number.....HA. 2650
Transmitter Location....10 Mi. S. of Concordia, Kansas
Air Time.....Sunrise-sunset
News Service.....AP, UP
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Arthur B. Church
V.P., General Manager.....Karl Koerper
V.P. in Chg. of Sales.....Sam H. Bennett
Promotion Director.....John S. McDermott
Program Director.....Rod B. Cupp
Production Director.....Fran Heyser
Chief Announcer.....Lee Stewart
Musical Director.....P. Hans Flath
Chief Engineer.....Ray Moler
Farm Editor.....Phil Evans

*(See Page 482)*

# KMBC

## KANSAS CITY—1922—CBS

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Operated By.....Midland Bcstg. Co.
Business-Studio Address.....Pickwick Hotel
Phone Number.....HArrison 2650
Transmitter Location.....50th & Belinder, Johnson County, Kansas
Air Time.....5 a.m.-M.
News Service.....AP, UP
Transcription Service.....Associated, World
Representative.....Free & Peters
Membership.....NAB, BMB
President.....Arthur B. Church
V.P., Managing Director.....Karl Koerper
V.P., Sales.....Sam H. Bennett
Promotion Director.....John S. McDermott
Program Director.....Rod Cupp
Production Director.....Fran Heyser
Chief Announcer.....Lee Stewart
Musical Director.....P. Hans Flath
Chief Engineer.....Ray Moler
Farm Editor.....Phil Evans

*(See Page 482)*

# WDAF

## KANSAS CITY—1922—NBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By....The Kansas City Star Co.
Business-Studio Address.....1729 Grand Ave.
Phone Number.....Harrison 1200
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....NAB, BMB
President.....Roy A. Roberts
General-Station Manager.....Dean Fitzer
Comm.-Sales Prom. Mgr.....Manne E. Russo
Prog. Dir., Prod. Mgr., Musical Director.....Harry J. Kaufmann
Chief Engineer.....J. A. Flaherty

# WHB

## KANSAS CITY—1922—MBS

Frequency: 710 Kc.....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Operated By.....WHB Bcstg. Co.
Business-Studio Address.....Scarritt Bldg., 9th & Grand Ave.
Phone Number.....HArrison 1161
Transmitter Location.....Route No. 1, Liberty
Air Time.....6 a.m.-1 a.m.
News Service.....AP
Transcription Service..Lang-Worth, Associated
Representative.....John Blair
Membership.....NAB, BMB
Pres., Comm. Mgr.....Donald Dwight Davis
General-Station Mgr.....John T. Schilling
Sales Promotion Manager.....Mori Greiner
Program Director.....Dick Smith
Publicity Director.....Warren Bowman
Chief Announcer.....Bob Grinde
Musical Director.....Ednalee Crouch
Chief Engineer.....Henry Goldenberg

# KBOA

## KENNETT—1947

Frequency: 830 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Kennett Bcstg. Corp.
Bus.-Studio-Transmitter Address.....Kennett
Phone Number.....830
Air Time.....Daytime
News Service.....AP
Transcription Service.....Standard, SESAC
Membership.....NAB, BMB
President, General Manager.....Paul C. Jones
Program Director.....Ray Van Hooser
Chief Engineer.....Robert H. Conner

# KIRX

## KIRKSVILLE—1947—GRIESEDIECK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....North Mo. Bcstg. Co.
Bus.-Studio-Transmitter Address....KIRX Bldg.
Phone Number.....86
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Capitol, Standard
Membership.....NAB, BMB
General-Station Manager.....Samuel A. Burk
Commercial Manager.....John O. Conwell
Program Director.....Lee Jones
Chief Announcer.....Carl Fisher
Chief Engineer.....Leon Brauhn

# MORE POWER

***Now*** **... 5000 WATTS** ***both day and*** **NIGHT**
***on*** **550 KC...** ***the most desirable spot on the dial...***
***to provide a*** **THREE BILLION DOLLAR MARKET** ***of***
**THREE MILLION POPULATION** ***for nighttime advertisers***

# KSD

THE ST. LOUIS POST-DISPATCH STATION

NBC Network • Associated Press News

National Advertising Representatives: **FREE & PETERS, INC.**

# KLWT

## LEBANON—1947—MBS

Frequency 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address.....221 E. Commercial St.
Phone Number .....1015
Transmitter Location.....Buffalo Rd.
Air Time..... 6a.m.-M.
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
President.....Robert C. Fields
General Manager.....O. R. Wright
Prog.-Musical Director.....Thomas H. Miller
Production Director.....Harold E. Mott
Chief Engineer.....E. L. Hendry

# KXEO

## MEXICO—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Audrain Bcstg. Corp.
Address.....P. O. Box 260
News Service .....AP
Transcription Service .....Capitol
Representative.....John E. Pearson
President .....John Badaracco
General Manager.....P. H. Cunningham
Program Director.....Marge Studer
Chief Engineer.....R. A. Bevier

# KWOC

## POPLAR BLUFF—1938
## MBS-GRIESEDIECK-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....A. L. McCarthy, J. H. Wolpers
Bus.-Studio-Transmitter Address..KWOC Bldg.
Phone Number .....3922
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service.....SESAC, Keystone
Representative.....John E. Pearson
Membership .....NAB
Chief Owner.....A. L. McCarthy
Gen.-Station-Commercial-Sales Prom. Manager.....William R. Tedrick
Program-Production Dir.....Byron Kearbey, Jr.
Publicity Director.....John A. Thies
Chief Announcer.....Tom Hunnicutt
Chief Engineer.....Don M. Lidenton
Farm Editor.....W. F. James

# KTTR

## ROLLA—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Show-Me Bcstg. oC.
Bus.-Studio-Transmitter Address..P. O. Box 567, Soest Rd.
Phone Number .....380
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Capitol, SESAC, Keystone
Pres., Gen.-Station Mgr.....Luther W. Martin
Program Director.....Mary Kay Montalto
Chief Engineer.....Martin M. Mitchum
Farm Editor.....Wilson C. Burkhead

# KFEQ

## ST. JOSEPH—1926—MBS

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Operated By.....KFEQ, Inc.
Business-Studio .....814 Frederick Ave.
Phone Number .....4-0813-4
Transmitter Location.....Hway. No. 71
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Representative .....Headley-Reed
President, General Manager.....Barton Pitts
Commercial Manager.....Glenn G. Griswold
Promotion Manager.....J. Ted Branson
Program Director.....R. Thompson Mabie
Chief Engineer.....J. Wesley Koch
Farm Editor.....Harold J. Schmitz

# KRES

## ST. JOSEPH—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Missouri Valley Bcstg. Corp.
Business-Studio Address....7th & Edmond Sts.
Phone Number .....4-6346
Transmitter Location.....Hway. 59
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....McGeehan & O'Mara
Membership .....NAB, BMB
President.....B. L. Kaufmann
Gen.-Sta.-Comm.-Sales Prom. Mgr., Publicity Director.....Robert D. Buchanan
Program Director.....Allen Menefee
Prod. Dir., Chief Announcer.....Ken Gooding
Chief Engineer.....Charles Weismann
Farm Editor.....Bill Sharpe

# KSD

## ST. LOUIS—1922—NBC

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pulitzer Publishing Co.
Business-Studio Address.....1111 Olive St.
Phone Number.....Main 1111
Transmitter Location..Hway. 66, Granite City, Ill.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....Free & Peters
Membership .....NAB
President .....Joseph Pulitzer
General Manager.....George M. Burbach
Commercial Manager.....Edward W. Hamlin

# KMOX

## ST. LOUIS—1925—CBS

Frequency: 1120 Kc.....Power: 50,000 Watts
Owned-Oper. By..Columbia Bcstg. System, Inc.
Business-Studio Address.....401 So. 12th St.
Phone Number.....Central 8240
Transmitter Location.....Route No. 2, Granite City, Ill.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service..Lang-Worth, Associated
Representative .....Radio Sales
Membership .....NAB, BMB
General Manager.....Wendell B. Campbell
Local Sales.....P. S. Anderson
National Spot.....C. Gilman Johnston
Sales Promotion Manager....Albert J. Gredell
Program Director.....T. A. Bland
Production Director.....George M. Clare
Publicity Director.....Robert S. Holcomb
Musical Director.....Stan Daugherty
Chief Engineer.....Harry Harvey
Farm Editor.....Ted Mangner

# KSTL

## ST. LOUIS—1948

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio St. Louis, Inc.
Business-Studio Address.....American Hotel, Seventh at Market
Phone Number.....MA. 0600
Transmitter Location.....999 So. Sixth St., E. St. Louis, Ill.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Standard
Representative.....Lorenzen & Thompson
Membership .....NAB
President.....Frank E. Pellegrin
General Manager.....Ralph L. Stufflebam
Sales Promotion Manager.....Dick J. Kasten
Prog.-Musical Director...Edward M. Galloway
Chief Announcer.....Brad Harrison
Chief Engineer.....John H. Fleet

# KWK

## ST. LOUIS—1927—MBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By.....Thomas Patrick, Inc.
Bus.-Studio Address.....9th Fl., Hotel Chase
Phone Number.....ROsedale 3210
Transmitter Location.....500 Logan St., Baden
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Paul H. Raymer
President, General Mgr.....Robert T. Convey
V.P., Station Director.....Ray E. Dady
Asst. Station Dir.....John W. Tinnea
V.P., Sales Mgr.....V. E. Carmichael
Merchandising Mgr.....Russell C. Kaiser
Production Mgr.....John Traxler
Chief Engineer.....N. J. Zehr

# KXLW

## ST. LOUIS—1946

Frequency: 1320 Kc.....Power: 1000 Watts d.
Owned-Oper. By...St. Louis County Bcstg. Co.
Bus.-Studio Address.....8135 Forsythe Blvd.
Phone Number.....Delmar 1320
Transmitter Location..9700 Old Bonhomme Rd.
Air Time.....6 a.m.-local sunset
News Service.....AP, UP
Representative .....Forjoe
President, General Mgr.....Guy Runnion
Promotion Mgr.....Edgar J. Mothershead
Sales Manager.....Myles J. McNally
Program Director.....Pat O. Bradley

# KXOK

## ST. LOUIS—1938—ABC

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Star-Times Publishing Co.
Business-Studio Address.....12th & Delmar
Phone Number.....CHestnut 3700
Transmitter Location.....Madison, Ill.
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service....Associated, Standard
Representative .....John Blair
Membership .....NAB, BMB
President .....Elzey Roberts
General Manager.....C. L. Thomas
Commercial Manager.....V. N. Springgate
Sales Promotion Manager....Foster H. Brown
Program Director.....Elmer Muschany
Production Director.....Robert Holt
Publicity Director.....Harry Renfro
Musical Director.....Robert Gotch
Chief Engineer.....Arthur F. Rekart
Farm Editor.....Charley Stookey

# WEW

## ST. LOUIS—1921

Frequency: 770 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The St. Louis University
Bus.-Studio-Transmitter Address...3642 Lindell Blvd.
Phone Number.....FRanklin 5665
Air Time.....6 a.m.-local sunset
News Service .....INS
Transcription Service.....World, Standard, Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, FMA
President (St. Louis U.).....Very Rev. Patrick J. Holloran, S.J.
General Manager.....Nicholas Pagliara
Commercial Manager.....Leonard Frankel

Program Director.....Don Lochner
Production Director.....Syl Binkin
Publicity (St. Louis U. Public Relations)
Chief Announcer.....O. J. McQuigg
Musical Director.....Ralph Stein
Chief Engineer.....Joseph A. Volk

# WIL

## ST. LOUIS—1922

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Missouri Bcstg. Corp.
Business-Studio Address....3601 Lindell Blvd.
Phone Number.....JEfferson 8403
Air Time .....Unlimited
News Service .....AP
Transcription Service..Standard, Lang-Worth, MacGregor
Representative.....William G. Rambeau
Membership .....NAB
President.....L. A. Benson
Program Director.....Neil Norman
Publicity iDrector.....Mel Kampe
Chief Engineer.....Edward Goodberlet

# KSGM

## STE. GENEVIEVE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....The Donze Co.
Business Address.....P. O. Box 352
Phone Number .....580
Studio Address.....245 Merchant St.
Transmitter Location.....Maxwell Hill
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service....Lang-Worth, Keystone
President, General Manager....Elmer L. Donze
Station-Comm. Mgr.....Norbert B. Donze
Sales Promotion Manager...Donald M. Donze
Prog. Dir., Farm Editor.....C. M. Poindexter
Prod.-Pub. Director.....William Bullington
Chief Announcer.....James Toebe
Musical Director.....Aileen Donze
Chief Engineer.....Murel L. Rose

# KDRO

## SEDALIA—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Milton J. Hinlein
Bus.-Studio Address.....2100 W. Broadway
Phone Number .....4004-5
Air Time .....Unlimited
News Service .....UP
Representative .....Forjoe
Membership .....NAB
President.....Milton J. Hinlein
General Manager.....Herbert W. Brandes
Commercial Manager.....James F. Glenn

# KSIM

## SIKESTON—1948—GRIESEDIECK

Frequency: 1400 Kc.....Power: 250 Watts
Owned By...Sikeston Community Bcstg. Co., Inc.
Operated By.....H. C. Young
Bus.-Studio-Transmitter Address..Hway. 60 W.
Phone Number .....1
Air Time .....Unlimited
News Service .....AP
Representative.....H. C. Young
Gen.-Sta.-Comm.-Sales Prom. Mgr., Program Director.....H. C. Young
Chief Engineer.....Ralph Hirsch

# KGBX

## SPRINGFIELD—1926—NBC

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Springfield Bcstg. Co.
Address.....605 Boonville Ave.
Phone Number .....3-3200
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB
President.....Tams Bixby, Jr.
Gen.-Comm. Mgr.....J. Gordon Wardell
Program Director.....Carl Fox
Promotion Manager.....Dudley Morris
Chief Engineer.....E. Dennis White

# KTTS

## SPRINGFIELD—1941—CBS-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By...Independent Bcstg. Co.
Bus.-Studio-Transmitter Address..Chamber of Commerce Bldg.
Phone Number .....4304
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Sears & Ayer
Membership .....BMB
President.....J. H. G. Cooper
Gen.-Sta.-Sales Prom. Mgr....G. Pearson Ward
Commercial Manager.....Bob Burke
Program Director.....Wendel Smith
Chief Engineer.....William F. Curry

# KWTO

## SPRINGFIELD—1933—ABC

Frequency: 560 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned Operated By.....Ozarks Bcstg. Co.

Business-Studio Address....606 E. St. Louis St.
Phone Number .....3-2800
Transmitter Location.....So. Fremont Rd.
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
Pres., Gen.-Station Manager...Ralph D. Foster
Commercial Manager.....Leslie L. Kennon
Promotion Manager.....Jean Lightfoot
Program Director.....Bill Ring
Production Director.....Lou Black
Chief Engineer.....Fritz Bauer
Farm Editor.....C. C. Keller

## KWPM

### WEST PLAINS—1947
### KBS-GRIESEDIECK

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Robert F. Neathery
Bus.-Studio-Transmitter Address..E. Abe Taylor Blvd.
Phone Number .....700
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Standard, Keystone
President, General Mgr.....Robert F. Neathery
Commercial Manager....Fritze Williams Dixon
Program Director.....Nola Langston

# MONTANA

*Estimated Population 511,000—Increase —8.6%—Radio Homes 134,900*
*Total Families 138,800—Stations in State 23*

## KANA

### ANACONDA—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Mosby's, Inc.
Business Address.....P. O. Box 727
Phone Number .....136
Studio-Transmitter Location.....Lincoln St.
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Weed
Membership .....NAB
President.....A. J. Mosby
Gen.-Sta.-Comm.-Sales Prom. Mgr., Publicity Director.....H. Michael
Program-Production Dir.....Jack Combes
Chief Announcer.....John Dziak
Chief Engineer.....Kenneth Farrance

## KBMY

### BILLINGS—1946
### MBS-INTERMOUNTAIN-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Billings Bcstg. Co.
Bus.-Studio-Transmitter Address....W. of City
Phone Number .....3838, 9-2389
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service....Lang-Worth, Keystone
Representative .....Avery-Knodel
Membership .....NAB
President.....Don C. Foote
General-Station Mgr.....Franz J. Robischon
Commercial Manager.....Ken Nybo
Program Director.....Leroy W. Swecker
Chief Announcer.....Charles Du Bois
Chief Engineer.....Theodore Hildebrand

## KGHL

### BILLINGS—1928—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northwestern Auto Supply Co.
Bus.-Studio Address.....5th & No. Broadway
Phone Number .....2222
News Service .....UP
Transcription Service.....Thesaurus, World, Standard, SESAC
Representative .....Katz
President.....C. O. Campbell
General Manager.....Edward Yocum
Sta. Mgr., Prog. Dir.....M. V. Braunberger
Chief Engineer.....Jeff A. Kichli

## KXLQ

### BOZEMAN—1939
### NBC-PACIFIC NORTHWEST Z NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRBM Bcsters, Inc.
Business Address.....Bozeman
Phone Number .....1420
Transmitter Location.....2½ Mi. E. of City
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Pres., General-Station Mgr.....Ernest A. Neath
Commercial Manager.....J. Ray Bridges
Program Director.....Homer Stenersen
Chief Engineer.....Jack Provis

# KBOW

## BUTTE—1947—CBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Copper City Radio Co.
Business Address.....P. O. Box 1932
Phone Number .....7429
Studio-Transmitter Location.....720 Yale Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Thesaurus, Capitol, Keystone
Representative.....Donald Cooke, Gene Grant
Membership .....NAB
President .....Frank Reardon
Gen.-Sta.-Comm.-Sales Prom. Mgr., Publicity Director.....Roger C. Patrick
Prog. Dir., Chief Announcer.....Art Collins
Chief Engineer.....Don Anderegg

# KOPR

## BUTTE—1948—ABC

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Operated By.....Copper Bcstg. Co.
Business-Studio Address.....Hotel Finlen
Phone Number .....6546
Transmitter Location.....Beef Trail Heights
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Frank C. Carman
General Manager.....Ed Cooney
Commercial Manager.....Milo Petersen
Prog. Dir., Chief Announcer.....Bill Plummer
Production Director.....Steve Buck
Publicity Director.....Shirley Davis
Musical Director.....Bill Daniels
Chief Engineer.....Jim Skidmore

# KXLF

## BUTTE—1929—NBC-Z NET

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....KGIR, Inc.
Business Address.....Box 1956
Phone Number .....2-2344
Studio-Transmitter Location .....Butte
Air Time .....Unlimited
News Service .....UP
Transcription Service..MacGregor, Lang-Worth
Representative .....Walker
President.....E. B. Craney
Station Mgr., Prog. Dir.....Arne E. Anzjon
Commercial Manager.....George Weber
Chief Engineer.....W. J. Provis

# KXGN

## GLENDIVE—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Lewis Wiles Moore
Business-Studio Address.....314 McDougal St.
Phone Number .....122
News Service .....UP
Transcription Service .....Capitol
President.....Lewis W. Moore
Gen. Mgr., Chief Engr.....Harry A. Sievers
Program Director.....Ruth Pomeroy

# KFBB

## GREAT FALLS—1922—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....Buttrey Bcst., Inc.
Bus.-Studio Address..607 First Natl. Bank Bldg.
Phone Number .....4377
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President .....Fred Birch
Manager, Commercial Mgr.....J. P. Wilkins
Program Director.....W. J. Towner
Chief Engineer.....Wilbur L. Myhre

# KMON

## GREAT FALLS—1948
## MBS-INTERMOUNTAIN

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By..Montana Farmer Bcstg. Co.
Business Address.....Box 1954
Phone Number .....4382
Studio Address.....Tribune Bldg.
Transmitter Location.....5 Mi. S. of City
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
President .....Lester Cole
General Manager.....Robert H. Warner
Chief Announcer.....Ned Serrell
Chief Engineer.....Eugene Bunker

# KXLK

## GREAT FALLS—1938—NBC-Z NET

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By....Great Falls Bcstg. Co.
Bus.-Studio-Transmitter Address....Park Hotel
Phone Number .....2-2453
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
President.....J. R. Larcombe
General-Station Manager....K. O. MacPherson
Commercial Manager.....Carl F. Argabrite
Program Director.....Betty Schmidt
Chief Engineer.....E. R. Kukkola

# KAVR

## HAVRE—1946—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KAVR, Inc.
Business Address.....P. O. Box 672
Phone Number .....1240
Studio-Transmitter Location.....1¼ Mi. E. of Havre on U. S. No. 2
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Keystone
Representative.....W. S. Grant
President, General Mgr....Jessica L. Longston
Sta.-Comm. Mgr., Prog. Dir.....Larry Gordon
Chief Announcer, Chief Engineer..Sal Fulchino
Farm Editor.....Jim Schroeder

# KOJM

## HAVRE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By..No. Montana Bcstg. Co.
Business-Studio Address..Box 70, Liberty Hotel Bldg.
Phone Number .....1096
Transmitter Location....2½ Mi. N.E. of Havre on Shepard Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service..Associated, MacGregor, Cole, Standard
Representative .....Friedenberg
Membership .....NAB, BMB
President.....Dr. Francis W. Aubin
General-Station Mgr.....Edwin T. Lovelace
Commercial Manager.....William F. Murphy
Program Director.....James R. Saenger
Chief Announcer.....John Derrick
Chief Engineer.....George H. Bauer

# KXLJ

## HELENA—1937—NBC-Z BAR

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Peoples Forum of the Air
Address.....1306 Eleventh Ave.
Phone Number .....1240
Transmitter Location .....Helena
Air Time.....6:45 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
President.....A. T. Hibbard
General-Comm. Mgr.....Paul A. Hatton, Jr.
Program Director.....Al Plachta

# KGEZ

## KALISPELL—1927

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Donald C. Treloar
Business-Studio Address.....7 Main St.
Phone Number .....331-2
Transmitter Location.....2½ Mi. S. on Hway. N.o 93
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, SESAC
Membership .....NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr....Donald C. Treloar
Program Director.....Maurice Driscoll
Musical Director.....Les Sterling
Chief Engineer.....William H. Patterson
Farm Editor.....Glenn Millhouse

# KXLO

## LEWISTON—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Capital Bcstg. Co.
Bus.-Studio-Transmitter Address....E. Main St.
Phone Number .....1210-1
Air Time.....6:30 a.m.-10:45 p.m.
News Service .....AP
Transcription Service.....Standard, World
Representative .....Friedenberg
Membership .....NAB
President .....George Bennitt
Sta. Mgr., Prog. Dir., Chief Announcer, Farm Editor.....Lee S. Belding
Commercial Manager.....Bob Gray
Musical Director.....Ellen Belding
Chief Engineer.....W. R. Parker

# KPRK

## LIVINGSTON—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Yellowstone Amuse. Co.
Business Address.....Box 952
Phone Number .....1000
Transmitter-Studio Address.....E. Park St.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, SESAC, KBS
Representative .....Homer Griffith
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Paul B. McAdam
Comm.-Sales Prom. Mgr.....Jack Hinman
Prod. Mgr., Prog.-Music Dir.....Jim Duncan
Publicity Director.....Audrey Waters
Chief Engineer.....Norm Penwell
Farm Editor.....Gerald Tyo

# KRJF

## MILES CITY—1941
## MBS-INTERMOUNTAIN-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Star Printing Co.
Business Address.....13 No. 5th
Phone Number .....60
Transmitter-Studoi Location.....Haynes Ave.

Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, KBS
Representative .....Avery-Knodel
Membership .....NAB, BMB
General Mgr.....W. F. Flinn
Sales Prom. Mgr., Pub. Dir.....Norm Ingstrom
Prog. Dir., Prod. Mgr.....Bob Wilson
Chief Announcer.....William Beach
Chief Engineer.....Charles Scofield

# KGVO

## MISSOULA—1931—CBS

Frequency: 1290 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Mosby's, Inc.
Business Address.....127 E. Main
Phone Number .....2155
Studio Address.....132 W. Front St.
Transmitter Location....3½ Mi. W. of City on Hway. 93 & 10
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service..Lang-Worth, MacGregor, Standard
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....A. J. Mosby
Commercial Manager.....Marion E. Dixon
Program Director.....W. C. Blanchette

# KMSU

## MISSOULA—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Missoula Radio Assn.
Business-Studio Address.....218 N. Higgins
Phone Number .....6882
President.....R. B. Cummins
Vice President.....Oakley Coffee
Director.....N. B. Matthews

# KXLL

## MISSOULA—1948—NBC-Z NET-PNB

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Montana Assoc.
Business Address.....Box 1503
Phone Number .....4114
Studio-Transmitter Location.....River Rd., Orchard Homes
Air Time.....7 a.m.-M.
News Service .....UP
Representative .....Walker
President, Gen.-Station Manager, Program Director.....Pat M. Goodover
Comm.-Sales Prom. Mgr.....Frank Field
Publicity Director.....Bill Emerson
Chief Engineer.....F. W. E. Smith

# KIYI

## SHELBY—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Tri County Radio Corp.
Business Address.....P. O. Box 255
Phone Number .....560
Studio-Transmitter Location....N. Marias Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Keystone
Representative .....William Grant
President.....John J. Hurley
General Manager.....Frank Krshka
Comm.-Sales Prom. Mgr.....L. R. Wing
Program Director.....George Potter
Publicity Director.....Jimmy Larson
Chief Announcer.....Richard Bannon
Chief Engineer.....Richard Velo

# KGCX

## SIDNEY—1926—MBS-GNBS-KBS

Frequency: 1480 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....E. E. Krebsbach
Business Address.....109 So. Central Ave.
Phone Number .....408
Studio Address.....109 So. Central Ave., Sidney, Mont.; Masonic Bldg., Williston, No. Dak.
Transmitter Location.....4 Mi. N. of City
Air Time.....5:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Capitol, Keystone
Representative .....Walker
Membership .....NAB, BMB
General Manager.....E. E. Krebsbach
Station Mgrs.....(Sidney) Keith Krebsbach, (Williston) E. Clair Krebsbach
Sales Promotion Manager.....Jerry Karleton
Program Director.....Mel King
Production Director.....E. Clair Krebsbach
Musical Director.....Bud Bailey
Chief Engineer.....O. H. Halvorson
Farm Editor.....Bill Corkins

HELP

THE RED CROSS

# NEBRASKA

*Estimated Population 1,301,000—Increase —1.1%—Radio Homes 359,100*
*Total Families 375,300—Stations in State 17*

## KJSK

### COLUMBUS—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....George Basil Anderson
Business Address.....Box 460
Phone Number .....5154
Studio-Transmitter Location .....Columbus
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Walter Biddick
Manager & Owner....George Basil Anderson
Program Director.....Florence L. Anderson
Chief Engineer.....Harold Hardy
Farm Editor.....Eugene Jones

## KORN

### FREMONT—1939
### MBS-NEB. WIRELESS-KBS

Frequency: 1340 Kc.....Power: 100 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Address.....Equitable Bldg.
Phone Number .....1060
Transmitter Location.....E. 16th St.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service....Thesaurus, Keystone
Representative.....McGeehan & O'Mara
President.....John K. Morrison
General Manager.....Paul R. Fry
Station-Commercial Mgr...William H. Baldwin
Sales Promotion Manager.....Helen Norwood
Program Director.....Robert Lambert
Chief Announcer.....Harry Gehrett
Chief Engineer.....Percy Ziegler
Farm Editor.....Dan Jackson

## KMMJ

### GRAND ISLAND—1925—ABC

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KMMJ, Inc.
Business-Studio Address....Division at Cedar
Phone Number .....703-4
Transmitter Location .....Phillips
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Cole
Representative .....Headley-Reed
Membership .....NAB, BMB
President .....Don Searle
General Manager.....Wick Heath
Asst. Gen.-Comm. Mgr.....Bill Martin
Sales Promotion Manager.....Rex Lathen
Program-Production Director,
Chief Announcer.....Orie Kerwood
Publicity Director.....George Johnson
Musical Director.....Dick Stahl
Chief Engineer.....Norval Larson
Farm Editor.....George Kister

## KHAS

### HASTINGS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Nebraska Bcstg. Co.
Bus.-Studio-Transmitter Address.....906½ W. Second St.
Phone Number .....1745
Air Time .....Unlimited
News Service .....INS
Transcription Service.....Capitol, Keystone
Representative.....John E. Pearson
President.....D. W. Clarke
Gen.-Station-Comm. Mgr.....Duane L. Watts
Sales Promotion Manager,
Prog.-Prod. Director.....Warren L. Mowder
Chief Announcer.....Oscar A. Henry
Musical Director.....Charles E. Wright
Chief Engineer.....Duane B. Allison
Farm Editor.....Lloyd Thomas

## KGFW

### KEARNEY—1930—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Central Nebraska Bcstg. Corp.
Business-Studio Address..Federal Annex Bldg.
Phone Number.....Business, 2-3541; Program, 3-1551
Transmitter Location .....Lakeside
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Capitol, Keystone
Membership .....NAB
President, General Manager..Lloyd C. Thomas
Station-Commercial-Sales Promotion Manager.....E. Anson Thomas
Prog.-Musical Dir.....Peg Biber
Prod. Dir., Farm Editor.....Jack Yeager
Publicity Director.....Jeanette Harrison
Chief Announcer.....Al Sage
Chief Engineer.....Jack Lewis

## KFOR

### LINCOLN—1924—ABC-NEBR. NET

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Cornbelt Bcstg. Corp.
Business-Studio Address..Sixth Fl., Stuart Bldg.
Phone Number .....2-6965
Transmitter Location.....48th & Vine Sts.

Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Capitol, Standard
Representative .....Edward Petry
Membership .....NAB, BMB
President .....James Stuart
V.P., Sta.-Comm. Mgr.....Harry D. Peck
Prom.-Pub. Director.....Dale V. Berger
Program Director.....Jack Huston
Chief Announcer.....Robert Johnson
Musical Director.....Fleda Ziegenbein
Chief Engineer.....Charles W. Winkler

# KOLN

## LINCOLN—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Address.....212 Federal Securities Bldg.
Phone Number .....2-7218
Transmitter Location.....40th & W Sts.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....John K. Morrison
V.P., General Manager.....Paul R. Fry
Station Manager.....W. B. Waugh
Program Director.....Edwin T. Smith
Chief Engineer.....M. J. Korinek

# KBRL

## McCOOK—1947—MBS-NEBR. NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....The McCook Bcstg. Co.
Bus.-Studio-Transmitter Address....Hway 83 & "J" St.
Phone Number .....1450
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Capitol
Representative .....Friedenberg
Membership .....NAB
Owners....William J. Cox, LeRoy W. Lenwell, Edward Cooper & Arthur V. Henri
Gen.-Station Manager.....LeRoy W. Lenwell
Comm.-Sales Prom. Mgr., Publicity Director.....Robert A. Morris
Program-Production Dir., Chief Announcer, Farm Editor.....Dale Chronicle
Musical Director.....Ed Huot
Chief Engineer.....Paul Leonard

# WJAG

## NORFOLK—1922

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Norfolk Daily News
Bus.-Studio Address...Norfolk Ave. & Sixth St.
Phone Number .....432
Transmitter Location.....3½ Mi. W. of Norfolk

Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB, BMB
President .....Gene Huse
General-Station Manager.....Art Thomas
Commercial Manager.....Vernon Stedry
Sales Promotion Manager.....Hollis Francis
Prog. Dir., Chief Announcer....Wayne Larson
Chief Engineer.....Frank Wiedenbach

# KODY

## NORTH PLATTE—1930—NBC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WOW, Inc.
Bus.-Studio-Transmitter Address..1521 W. 12th St.
Phone Number .....382
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service...Lang-Worth, Keystone
Representative .....John Blair
Membership .....NAB, BMB
President.....John J. Gillin, Jr.
General-Station Mgr.....John Alexander
Local Sales Manager.....Joe di Natale
Program Director.....Ed Launer
Publicity Director.....Jerry Wing
Chief Engineer.....Jay Blakesley
Farm Editor.....Ed Launer

# KBON

## OMAHA—1942—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Bcstg. Co.
Business-Studio Address.....676 Saunders-Kennedy Bldg.
Phone Number.....JAckson 8282
Transmitter Location.....2807 So. 38th St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative.....McGeehan & O'Mara
Membership .....NAB, BMB
President.....John K. Morrison
V.P., General Manager.....Paul R. Fry
Station Manager.....Richard E. Welna
Sales Prom. Mgr., Pub. Dir.....Joe H. Bader
Program Director.....Hugh E. Bader
Chief Engineer.....Percy Zeigler

# KFAB

## OMAHA—1924—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Operated By.....KFAB Bcstg. Co.
Business-Studio Address....620 Farnam Bldg.
Phone Number.....Ja. 3420
Transmitter Location.....10 Mi. S. of Omaha
Air Time .....Unlimited
News Service.....AP, UP

Transcription Service.....Standard, SESAC
Representative.....Free & Peters
Membership .....NAB, BMB
Chairman of the Board.....Joe W. Seacrest
President.....Fred S. Sidles
Gen.-Sta.-Comm. Manager.....Harry Burke
Sales Prom. Mgr., Pub. Dir.....Don Shoemaker
Program-Production Dir.....L. A. Miller
Farm Editor.....W. E. Macdonald

# KOIL

## OMAHA—1925—ABC-NEBR. NET

Frequency: 1290 Kc.....Power: 5000 Watts
Owned By.....Stuart Investment Co.
Operated By.....Central States Bcstg. Co.
Business-Studio Address....Omaha Natl. Bank Bldg.
Phone Number.....JAckson 7626
Transmitter Location.....Box 479, Council Bluffs, Ia.
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Capitol, Standard
Representative .....Edward Petry
Membership .....NAB, BMB
President .....James Stuart
Exec. V.P.....Albert Koenig
Station Manager.....William J. Newens
Commercial Manager.....Forrest Blair
Sales Promotion Manager....Donald Dahlberg
Program-Production Director.....Virgil Sharpe
Chief Engineer.....Charles W. Winkler

# KOWH

## OMAHA—1922
## MIDWEST BASEBALL-NEB. NET

Frequency: 660 Kc.....Power: 500 Watts d.
Owned-Operated By....World Publishing Co.
Business-Studio Address.....15th & Farnam
Phone Number.....Atlantic 2228
Transmitter Location.....60th & Redmon
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service.....Standard, World, Associated
Representative.....George P. Hollingbery
Membership .....FMA
President .....H. Doorly
Gen.-Sta.-Comm. Mgr.....B. C. Corrigan
Musical Director.....Walter Scott
Farm Editor.....Adam Reinemund

# WOW

## OMAHA—1923—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Operated By..Radio Station WOW, Inc.
Business-Studio Address..280 Insurance Bldg.
Phone Number.....Webster 3400
Transmitter Location.....5500 Kansas Ave.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Thesaurus, SESAC, Associated
Representative .....John Blair
Membership .....NAB, BMB
President, General Manager..John J. Gillin, Jr.
Sales Promotion Manager.....Bill Wiseman
Program Director.....Lyle DeMoss
Production Director.....Ray Olson
Publicity Director.....Harold Storm
Chief Announcer.....Merrill Workhoven
Musical Director.....Morton Wells
Chief Engineer.....William J. Kotera
Farm Editor.....Mal Hansen

# KNEB

## SCOTTSBLUFF—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Platte Valley Bcstg. Corp.
Business-Studio Address....Golden Rule Bldg.
Phone Number .....1620
Transmitter Location.....1¼ Mi. S.E. of City
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service.....Capitol, World
Representative .....Hal Holman
Membership .....NAB
President.....John R. Jirdon
General-Station Mgr.....Russ M. Stewart
Commercial Manager.....Byron Joachim
Program Director.....Bill Scharton
Chief Announcer, Chief Engineer...Les Proctor
Farm Editor.....Bob Hyde

# KOLT

## SCOTTSBLUFF—1930—CBS

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Operated By.....Hilliard Co.
Business-Studio Address....1517½ Broadway
Phone Number .....856
Transmitter Location.....2 Mi. W. of City on West 20th
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....Lorenzen & Thompson
Membership .....NAB, BMB
President, General-Sta. Mgr.....L. L. Hilliard
Commercial Manager.....Roy Cummings
Sales Promotion Manager.....Virl Davis
Program Director.....Bill Walter
Chief Announcer.....Harold Ellis
Musical Director.....Lois Lewis
Chief Engineer.....Harland Morrison
Farm Editor.....Wes Antes

# NEVADA

*Estimated Population 142,000—Increase +28.4%—Radio Homes 40,100*
*Total Families 41,600—Stations in State 9*

## KELK

### ELKO—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Elko Bcstg. Co.
Business-Studio Address .....Elko
Phone Number .....260
Air Time.....6:30 a.m.-M.
News Service .....UP
President .....Chris Sheerin
General Manager.....Edward Denkema
Commercial Manager.....John J. Gammick
Program Director.....Evard Van Welch
Chief Announcer.....Kenneth Smith
Chief Engineer.....Evard Van Welch

## KENO

### LAS VEGAS—1940—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nevada Bcstg. Co.
Business Address.....Box 1310
Phone Number .....1400
Studio-Transmitter Location.....The Strip, Hway. 91
Air Time.....6 a.m.-1:30 a.m.
News Service .....INS
Transcription Service .....Thesaurus
Representative.....W. S. Grant
General-Station Manager.....Maxwell Kelch
Comm.-Sales Prom. Mgr.....Paul R. Gang
Prog.-Prod.-Pub. Dir.....L. A. Newsome, Jr.
Chief Announcer.....William H. Guy
Chief Engineer.....James W. Harford

## KLAS

### LAS VEGAS—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Las Vegas Bcstrs., Inc.
Address .....Box 1510
Phone Number .....4646
News Service .....UP
Transcription Service .....Capitol
Representatives....Gene Grant, Donald Cooke
General Manager.....Richard E. Goebel
Chief Engineer.....Ralph Dow

## KRAM

### LAS VEGAS—1948
### KBS-INTERMOUNTAIN

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned By.....Boulder City Bcstg. Corp.
Operated By.....Edward J. Jansen, Truman B. Hinkle
Business Address.....Box 1712
Phone Number.....920, 4620-1
Studio Address.....Hway. 91
Transmitter Location.....E. of Cemetery
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Keystone
President.....Edward J. Jansen
General-Station Mgr.....Truman B. Hinkle
Sales Promotion Manager....Charlotte Brader
Prog. Dir., Chief Announcer.....Carl Paige
Chief Engineer.....Fred Young

## KATO

### RENO—1946—MBS-DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Sierra Bcstg. Co.
Business Address.....Box 2231
Phone Number .....2-4501
Studio Address.....Elks Bldg.
Transmitter Location....6th & Cassinelli Rds.
Air Time.....6:30 a.m.-M.
Representative.....John E. Pearson
Membership .....NAB
President.....R. K. Wittenberg
General Manager.....Robert L. Stoddard
Commercial Manager.....F. L. Tower
Chief Engineer.....R. K. Wittenberg
Farm Editor.....Bert Kennington

## KOH

### RENO—1928—NBC

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....McClatchy Bcstg. Co. of Nev.
Business-Studio Address....143 Stevenson St.
Phone Number.....Reno 5106
Transmitter Location .....Sparks
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Eleanor McClatchy
Station Manager.....Hewitt Kees
Office Manager.....Merle L. Snider
Program Manager.....Eberle T. Shields, Jr.
Traffic Manager.....Amalia Ibarra
Chief Technician.....Wesley Craig
Farm Editor.....Herbert E. Samuels

## KOLO

### RENO—1946—CBS

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Reno Bcstg. Co.
Business-Studio Address.....33 Sierra St.
Phone Number .....2-4516
Transmitter Location .....Sparks
Air Time.....6 a.m.-M.
News Service.....AP, UP

Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB
President .....Dave McKay
General-Station Manager.....H. G. Wells
Comm.-Sales Prom. Manager.....Stan Jones
Program Director.....Al Coon
Production-Publicity Director.....Jack Kehoe
Chief Engineer.....Merle Peterson

## KWRN

### RENO—1947—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By...Reno Newspapers, Inc.
Business-Studio Address.....Gazette Bldg.
Phone Number .....6156
Transmitter Location .....Reno
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representatve .....Walker
Membership .....NAB
President.....Merritt C. Speidel
General Manager.....Merrill Inch
Commercial Manager.....John A. Lang
Program Director.....Gene Shumate
Chief Engineer.....Wilbur C. Comer

## KXXL

### RENO—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Station KXXL
Address .....Box 1329
Phone Number .....3122
News Service .....UP
President, General Mgr.....Chet L. Gonce

# NEW HAMPSHIRE

*Estimated Population 548,000—Increase +11.6%—Radio Homes 162,400*
*Total Families 168,100—Stations in State 11*

## WMOU

### BERLIN—1946—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..White Mountains Bcstg. Co., Inc.
Business-Studio Address.....40 Main St.
Phone Number.....Berlin 1797-8
News Service .....AP
Transcription Service .....Associated
Representative.....Radio Reps., Kettell-Carter
Membership .....NAB
President, Sales Mgr.....Charles S. Holbrook
Program Manager.....Wendell C. Mackenzie
Chief Engineer.....James F. Hennessey

## WTSV

### CLAREMONT—1948
### MBS-YANKEE-GRANITE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg. Co.
Phone Number .....9456
Transcription Service .....Lang-Worth
Representative .....Bolling
President.....William J. Barkley
General Manager.....W. F. Rust, Jr.
Commercial Manager.....Ted Sterns
Program Director.....Dick Hill
Chief Engineer.....A. Davis

## WKXL

### CONCORD—1946—MBS-YANKEE

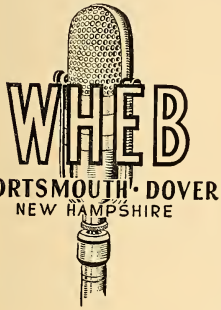
Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Hon. Charles M. Dale
Business-Studio Address.....Eagle Hotel
Phone Number .....4180
Transmitter Location.....Redington St.
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Walker
General Manager.....Hon. Charles M. Dale
Asst. Mgr., Prog. Dir.....Thomas S. Pingree
Publicity Director.....James R. Newton
Chief Announcer.....Win Blake
Chief Engineer.....George Davis

## WKNE

### KEENE—1941—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By.....WKNE Corp.
Business-Studio Address.....17 Dunbar St.
Phone Number .....2080-1
Transmitter Location.....Stanhope Ave.
Air Time.....5:58 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Adam J. Young, Jr., Kettell-Carter
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Joseph K. Close
Asst. Gen. Mgr., Program-Production Director.....Robert M. Peebles
Sales Prom. Mgr., Pub. Dir.....Sears Larrabee
Chief Engineer.....Ernest F. Batchelder, Jr.
Farm Editor.....Stacey Cole

# growing
# . . . in the granite state!




From the busy coastal area of New Hampshire to the rich industrial capitol of the Granite State, listeners and advertisers alike turn to WHEB Portsmouth and to WKXL Concord for radio leadership.

WHEB with many radio years of "firsts" attributes its growth in leadership to the loyalty of its listeners and the confidence of its advertisers.

WKXL, voice of the state capitol, grew like Topsy, in the footsteps of big brother WHEB, with loyalty and service the watch word.

wFMi, powerful FM big sister, now bands all New Hampshire together with a common voice. Singly managed they'll grow together.

## maine and massachusetts too!

*"The CAPITOL Station"*
**CONCORD, New Hampshire**

WHEB with one thousand clear channel watts is the listening habit in Maine's prosperous seaboard and the northern counties of Massachusetts. wFMi, high in the mountains of New Hampshire spreads its powerful signal over all of New Hampshire; covering one-third of the population of Maine and into Massachusetts' most heavily populated counties.

and now 20,000 watts

**wFMi**

PORTSMOUTH, NEW HAMPSHIRE

**FOR DETAILS ON ALL THREE:**

The WALKER Company
*New York*
*Owned and Operated by*
Governor Charles M. Dale

Bertha Bannan
*Boston*
*Vice President and General Manager*
Bert Georges — WHEB

# WLNH

## LACONIA—1922—MBS-YANKEE-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Bcstg. Corp.
Business-Studio Address.....653 Main St.
Phone Number .....2-300
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Kettell-Carter
Membership .....NAB
General Manager.....Warren H. Brewster
Program Director.....Al Maffie
Chief Engineer.....Walter Avery

# WFEA

## MANCHESTER—1932—CBS

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Operated By.....N. H. Bcstg., Inc.
Business-Studio Address.....286 Franklin St.
Phone Number.....Manchester 4656
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr., Kettell-Carter
Membership .....NAB, BMB
President .....Morris Silver
General Manager.....Arthur I. Rothafel
Commercial Manager.....Saul Gross
Program Director.....Warren Journay
Production Director.....Frank Finning
Publicity Director.....Bill Leahy
Chief Engineer.....Reginald Schow

# WKBR

## MANCHESTER—1946
## MBS-YANKEE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Granite State Bcstg., Inc.
Business-Studio Address.....155 Front St.
Phone Number .....9456
News Service .....UP
Transcription Service .....Capitol
Representative .....Bolling
Membership .....NAB
President.....W. J. Barkley
General Manager.....W. F. Rust, Jr.
Commercial Mgr.....Ralph Gottlieb
Program Director.....Norman Bailey
Chief Engineer.....Royston Phillips

# WMUR

## MANCHESTER—1941—ABC

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....The Radio Voice of New Hampshire, Inc.
Business-Studio Address.....1819 Elm St.
Phone Number .....2090
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President, Owner.....Francis P. Murphy
General Manager.....Harvey Carter
Chief Engineer.....Vincent Chandler

# WOTW

## NASHUA—1947—GRANITE STATE

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Nashua Bcstg. Corp.
Bus.-Studio-Transmitter Location.....Lund Rd.
Phone Number .....5000
News Service .....UP
Transcription Service .....World
Representative .....Bertha Bannan, Walker
Membership .....NAB
Pres., Gen.-Station Mgr., Program Director.....Arthur A. Newcomb
Sales Prom. Mgr., Pub. Dir....Carter S. Knight
Chief Engineer.....Robert C. Bingham

# WHEB

## PORTSMOUTH—1932
## MBS-YANKEE

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WHEB, Inc.
Bus.-Studio-Transmitter Address..Lafayette Rd.
Phone Number .....4080
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Representative.....Walker, Bertha Bannan
Membership .....BMB, FMA
President.....Hon. Charles M. Dale
V.P., Gen.-Sta. Mgr.....Herbert F. Georges
Commercial Manager..William A. Dawson, Jr.
Sales Prom. Mgr., Pub. Dir.....Keith S. Field
Prog.-Prod. Dir.....Winslow Bettinson
Chief Announcer.....William I. Elliot
Musical Director.....Joyce Hubbard
Chief Engineer.....Paul G. Lindsay
Farm Editor.....Prof. J. R. Heppler

*(See Page 499)*

# WWNH

## ROCHESTER—1948
## GRANITE STATE

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By....Strafford Bcstg. Corp.
Bus.-Studio .....Rochester Hill Rd.
Phone Number .....1400-1
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Ralph Gottlieb
Membership .....NAB
President.....Albin J. K. Malin
Station Manager.....Chester P. Hartford
Commercial Manager.....M. Chester Ball
Program Director.....Richard Purcell
Chief Engineer.....E. J. Babkes

# NEW JERSEY

*Estimated Population 4,729,000—Increase +13.7%—Radio Homes 1,203,800*
*Total Families 1,247,100—Stations in State 18*

## WCAP

### ASBURY PARK—1926

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By..Radio Industries Bcst. Co.
Business-Studio Adderss.....Charms Bldg.
Phone Number.....Asbury Park 2-8600
Transmitter Location.....W. Bangs Ave.
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
President.....Walter W. Reid, Jr.
Gen.-Sta.-Sales Prom. Mgr.....Gene Milner
Comm. Mgr., Pub. Dir.....Walter L. Reid
Program-Production Director.....Robert Barry
Chief Engineer.....Matthew Porter
Farm Editor.....Pat Flannigan

## WBAB

### ATLANTIC CITY—1940—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Press-Union Publishing Co.
Business Address.....1900 Atlantic Ave.
Phone Number.....Atlantic City 5-1111
Studio Address.....Absecon Blvd. & Beach Thorofare, 1900 Atlantic Ave.
News Service .....AP
Transcription Service .....World
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....Albert J. Feyl
Gen.-Sta.-Comm.-Sales Promotion Manager.....Monroe L. Mendelsohn
Prog. Dir., Chief Announcer..Ralph Shoemaker
Chief Engineer.....Earle Godfrey

## WFPG

### ATLANTIC CITY—1940—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Neptune Bcstg. Corp.
Business-Studio Address.....Steel Pier
Phone Number .....5-2188
News Service .....UP
Transcription Service .....Lang-Worth
Representative....Burke, Kuipers & Mahoney
President.....John J. Laux
Gen.-Sta.-Comm.-Sales Promotion Manager.....Irving F. Teetsell
Asst. Manager.....Blair K. Thron
Prog. Dir., Office Mgr...Richard C. McNamara
Publicity Director.....Sheldon Gross
Chief Engineer.....Blair K. Thron

## WMID

### ATLANTIC CITY—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Mid-Atlantic Bcstg. Co., Inc.
Business-Studio Address.....Convention Hall
Phone Number.....4-1340, 4-7131
Transmitter Location.....Absecon Blvd.
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
President.....Earl M. Johnson
General-Station Mgr.....David H. Freedman
Commercial Manager.....Jack J. Slotoroff
Sales Prom. Mgr., Prog.-Prod. Dir....Milt Mitler
Chief Engineer.....Quincy Knight

## WSNJ

### BRIDGETON—1937—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern States Bcstg. Co.
Business-Studio Address .....Bridgeton
Phone Number.....1600, 2353
News Service .....UP
Transcription Service.....Thesaurus, Keystone
Representative .....Thomas Clark
President.....Senator Elmer H. Wene
General-Station Manager.....Paul Alger
Commercial Manager.....Jerry Alden
Sales Prom. Mgr., Pub. Dir.....Arthur Scholz
Program Director.....Joe McCulley
Chief Engineer.....Francis Fekel
Farm Editor.....Don Hart

## WCAM

### CAMDEN—1924

Frequency: 1310 Kc.....Power: 500 Watts
Owned-Operated By.....City of Camden
Business-Studio Address.....City Hall
Phone Number.....CA 4-0907, 4-4523, 4-9000
Transmitter Location.....Civic Center
News Service .....UP
Transcription Service.....Standard, Capitol
Station Mgr.....Mildred Carroll Longendorfer
Chief Engineer.....C. E. Onens

## WKDN

### CAMDEN—1948

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Jersey Bcstg. Co.
Bus.-Studio Address...2881 Mt. Ephraim Ave.
Phone Number.....Emerson 5-7200
President .....Ranulf Compton
Program Director.....Edwin W. Tucker
Chief Engineer.....Roger S. Whitlock

## WHOM

### JERSEY CITY

(See Listing, New York, N. Y.)

# WPAT

"North Jersey's Own Station"

OWNED BY

**THE HERALD-NEWS**

Passaic, N. J.

*"New Jersey's 4th Largest Evening Newspaper"*

STUDIOS: PATERSON, N. J.

ARmory 4-3400

New York Phone:
PEnnsylvania 6-2945

# WMTR

## MORRISTOWN—1948

Frequency: 1250 Kc.....Power: 500 Watts d.
Owned-Operated By....Morristown Bcstg. Co.
Address.....P. O. Box 345, Park Square Bldg.
Phone Number.....MO 4-5700
Studio Address.....10 Park Pl.
Transmitter Location.....Evergreen Ave.
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
Co-Managers.....George S. Croy, Kenneth A. Croy
Business Manager.....G. Joseph Porter
Program Director.....Jack Allen Potts
Chief Engineer.....Rudolph C. Prow
Farm Editor.....Merrill Morris

# WAAT

## NEWARK—1921

Frequency: 970 Kc.....Power: 5000 d., 1000 n.
Owned-Operated By.....Bremer Bcstg. Corp.
Business-Studio Address.....11 Hill St.
Phone.....MItchell 2-6400; BArkley 7-8216
Transmitter Location .....Kearny
News Service .....AP
Transcription Service.....World, Associated
Representative .....Weed
Membership .....NAB
President, Gen. Mgr.....Irving R. Rosenhaus
Commercial Manager.....E. S. Lennon
Promotion Director.....James Sondheim
Program Director.....George Green
Public Relations Director...Roland Trenchard
Director, Educ. Activities.Robert B. Macdougall
Musical Director.....Jay Stanley
Chief Engineer.....Frank V. Bremer

# WHBI

## NEWARK—1922

Frequency: 1280 Kc.....Power: 2500 Watts d.; 1000 Watts n.
Owned-Operated By....May Radio Bcst. Corp.
Business-Studio Address.....100 Shipman St.
Phone Number.....Mitchell 2-7354
Pres., Gen., Mgr., Prog. Dir....James L. Shearer
Station-Comm. Manager.....William Masi
Chief Engineer.....Herman Foster

# WNJR

## NEWARK—1947

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By..North Jersey Radio, Inc.
Business-Studio Address.....91 Halsey St.
Phone Number.....MArket 3-2700
Transmitter Location .....Union
Air Time.....6 a.m.-M.
News Service.....INS, UP
Transcription Service.....World, Capitol
Representative .....Avery-Knodel
Membership .....NAB
President.....Edward W. Scudder, Jr.
General Manager.....Harry D. Goodwin
Director of Operations.....John H. McNeill
Sales Promotion Manager.....James R. Ryall
Program Director.....Steven Van Gluck
Production Director.....G. Thomas Marshall
Publicity Director.....Ann Jack
Chief Announcer.....Edgar Kobak, Jr.
Chief Engineer.....Peter Testan
Farm Editor.....Will Peigelbeck

# WVNJ

## NEWARK—1948

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Newark Bcstg. Corp.
Business-Studio Address.....45 Central Ave.
Phone Number.....Mitchell 3-7600
Transmitter Location .....Livingston
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative.....George P. Hollingbery
Membership .....NAB
V.P., Gen.-Comm Mgr.....Ivon B. Newman
Station Manager.....Helen Sutton

# WCTC

## NEW BRUNSWICK—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Chanticleer Bcstg. Co.
Business-Studio Address.....385 George St.
Phone Number.....Charter 7-1450
Transmitter Location.....Highland Park
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Associated, World
Membership .....NAB, BMB
Owner, Pres., Gen Mgr.....James L. Howe
Commercial Manager....Edwin C. Derryberry
Sales Promotion Manager.....Edith Brandt
Program Director.....Robert Bell
Chief Engineer.....Robert L. Williams

# WPAT

## PATERSON—1941

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Oper. By..North Jersey Bcstg. Co., Inc.
Business Address.....7 Church St.
Phone Number.....Armory 4-3400; Pennsylvania 6-2945
Studio Address.....66 Hamilton St.
Transmitter Location....Broad St. at Hepburn Rd., Clifton
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service .....Associated

Representative .....Donald Cooke
Membership .....NAB
Chairman of Board.....Dow H. Drukker
President.....Dow H. Drukker, Jr.
Exec. V.P., Gen. Mgr.....James V. Cosman
V.P., Pub. Relations Dir.....Richard Drukker
Asst. V.P., Asst. Gen. Mgr....Arthur Mundorff
Asst. V.P., Chief Engineer.....Earl F. Lucas
Treasurer .....Harry Adsit
Mgr. Pub., Spec. Events.....David T. Golden
Sales Manager.....Robert McGready

## WTNJ

### TRENTON—1922

Frequency: 1300 Kc.....Power: 250 Watts d.
Owned-Operated By.....WOAX, Inc.
Business-Studio Address....416 Bellevue Ave.
Phone Number .....8149
V.P., General Manager.....F. J. Wolff

## WTTM

### TRENTON—1942—NBC

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Operated By.....Trent Bcst. Corp.
Business-Studio Address.....541-43 E. State St.
Phone Number .....5-8515-6-7-8
Transmitter Location.....Yardley, Pa.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NAB
President.....Hon. Elmer H. Wene
General Manager.....Carl Mark
Commercial Manager.....F. A. Wellman
Program Director.....William R. Griffin
Publicity Director.....Edward W. Brown
Musical Director.....James P. O'Brien
Chief Engineer.....Theodore P. Kilmer
Farm Editor.....Roy Grove

## WWBZ

### VINELAND—1946

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By....Community Bcstg. Service, Inc.
Business-Studio Address.....633 Wood St.
Phone Number.....Vineland 7-1360
Transmitter Location .....Brotmanville
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
President.....Joseph M. Bullock
General Manager.....Fred M. Wood
Program Director.....Dorothy H. Carlson
Sales Manager.....Warren Hoff
Chief Announcer.....Ted Jaffee
Chief Engineer.....C. V. Mullen

WWBZ

1360 K.C. 1000 Watts

Vineland, N. J.

South Jersey's Progressive Station

BIG { Coverage / Audience / Programs } RESULTS

W W B Z
Vineland, N. J.

Fred Wood,
Gen'l Mgr.

# NEW MEXICO

*Estimated Population 571,000—Increase +7.4%—Radio Homes 119,700*
*Total Families 132,100—Stations in State 19*

## KGGM

### ALBUQUERQUE—1927—CBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Address .....Kimo Bldg.
Phone Number .....4543
Studio Address.....Kimo Theater Bldg.
Transmitter Location.....So. 2nd St.
News Service.....UP, AP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....BMB
Pres., Station Mgr.....A. R. Hebenstreit
Vice President.....S. P. Vidal
Commercial Manager.....Jack Skillen
Program Director.....Robert Van Driel
Chief Engineer.....Leonard F. Dodds
Traffic Manager.....Virgie Abeyta

## KOAT

### ALBUQUERQUE—1946
### ABC-ZIA NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Rio Grande Bcstg. Co., Inc.
Business Address.....Box 1419
Phone Number .....3-2247
Studio Address.....122 S. Tulane
Transmitter.....2000 W. Indian School Rd.
News Service .....UP
Transcription Service .....Capitol
Representative.....Lorenzen & Thompson
Membership .....NAB, BMB
President.....A. E. Buck
V.P., Gen.-Sta.-Comm. Mgr....Merle H. Tucker
Chief Engineer.....Lewis Hake, Jr.

## KOB

### ALBUQUERQUE—1920—NBC-MBS

Frequency: 770 Kc....Power: 50,000 Watts d.; 25,000 Watts n.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Bus.-Studio Address.....Fifth & West Silver
Phone Number .....4411
Transmitter Location .....Alameda
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Owner, Gen. Mgr.....T. M. Pepperday
Station Manager.....Bob Seal
Asst. Manager.....Rolf S. Nielsen
Publicity Director.....Jean Toncre
Musical Director.....Noel Martin
Chief Engineer.....George S. Johnson

## KVER

### ALBUQUERQUE—1947
### MBS-GREAT WEST

Frequency: 1340 Kc.....Power: 250 Watts
Owned By...(Application on file to transfer to Westernair, Inc.)
Business-Studio Address....317 N. Broadway, Box 1388
Phone Number .....3-1744
Transmitter Location.....Old Albuquerque
Air Time.....6 a.m.-M.
News Service .....UP
Representative .....Forjoe
Membership .....NAB
General Manager.....William T. Kemp
Commercial Manager.....Paul A. Kehle
Program Director.....Ralph B. Henry
Chief Engineer.....John H. Morrison

## KSVP

### ARTESIA—1946—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....(Changing ownership to Artesia Bcsters, Inc.)
Operated By.....Artesia Bcsters.
Business-Studio Address.....511 W. Main
Phone Number .....650
Transmitter Location.....Roselawn Addition
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service.....Capitol, Standard, Keystone
General Manager.....Burney Jones
Commercial Manager.....Wayne Griffin
Program Director.....Bill Angel
Chief Engineer.....Burney Jones

## KAVE

### CARLSBAD—1936—CBS-SWN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....Carlsbad Bcstg. Corp.
Business-Studio Address.....800 S. Canal St.
Phone Number .....244
Transmitter Location.....La Huerta
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Taylor-Boroff
President .....Val Lawrence
General-Station Mgr.....Norman R. Loose
Commercial Manager.....Gail Boles
Program Director.....Alexander Pitcaithley
Chief Engineer.....William Sene

# KICA

## CLOVIS—1933—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Hugh DeWitt Landis, R. B. McAlister
Operated By.....R. B. McAlister
Business Address.....Box 111
Phone Number .....3
Studio Address.....520 Pile St.
Transmitter Location.....Hillcrest Park
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....MacGregor
Representative.....Continental Radio Sales
Membership .....NAB
President.....Hugh DeWitt Landis
General-Station Mgr.....R. B. McAlister
Commercial Manager.....Don Boles
Sales Promotion Manager...Sammy Goodman
Program Director.....John Kirkwood
Chief Announcer.....Harold Cook
Musical Director.....Joni Nieves
Chief Engineer.....Vernon Hughes

# KGAK

## GALLUP—1946—ABC-ZIA

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Rio Grande Bcstg. Co.
Business-Studio Address.....Box 1150
Phone Number .....726
News Service .....UP
Representative .....Donald Cooke
General Manager.....Merle H. Tucker
Commercial Mgr.....Mike Kirkmeyer
Program Director.....Edith Thurston
Chief Engineer.....John L. Joanides

# KWEW

## HOBBS—1938
## MBS-KBS-SOUTHWEST

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....W. E. Whitmore
Business-Studio Address.....116 E. Dunham
Phone Number.....495
News Service .....UP
Transcription Service.....MacGregor, KBS
Representative .....Taylor-Borroff
President.....W. W. Whitmore
Station Manager.....Harry McAdams
Commercial Manager.....Phil McGee
Chief Engineer.....Roy Evans

# KCHS

## HOT SPRINGS—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Sierra Bcstg. Service
Business-Studio Address.....401 Broadway
Phone Number .....161
Transmitter Location.....Yucca Heights
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service.....Capitol, Keystone
Representative.....Continental Radio Sales
General Manager.....Leonard R. Trainer
Chief Engineer.....Reginald H. Shirk

# KOBE

## LAS CRUCES—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Mesilla Valley Bcstg. Co.
Bus.-Studio Address.....Main & Picacho Ave.
Phone Number .....205
Transmitter Location.....W. Adamor Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Thesaurus
Membership .....NAB
President .....Robert Porter
General-Station Mgr.....Harry H. Stair
Commercial Manager.....L. H. McDonald
Program Director.....L. S. Sleppy
Chief Engineer.....K. M. Dean

# KFUN

## LAS VEGAS—1941—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcsters, Inc.
Business Address.....Box 710
Phone Number .....12
Studio-Transmitter Location.....Radio Heights
Air Time..... 6a.m.-M.
News Service .....UP
Transcription Service .....Standard
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....Ernest N. Thwaites
Commercial Manager.....Burke Ormsby
Program Director.....Dorothy G. Thwaites
Chief Engineer.....A. F. Schultz

# KRTN

## RATON—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By....Southwest Bcsters, Inc.
Business Address.....Box 710, Las Vegas; Box 767, Raton
Studio-Transmitter Address.....1128 State St.
Air Time .....Daytime
News Service .....UP
Transcription Service.....Standard, World
Membership .....BMB
Pres., Gen. Manager.....Ernest N. Thwaites
Station Manager.....Stanley K. Brown

# KGFL

## ROSWELL—1927—MBS-SW. N-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....KGFL, Inc.
Business-Studio Address....310 N. Richardson

Phone Number .....2000
Transmitter Location.....511 W. 16th St.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Representative .....Taylor-Boroff
Membership .....NAB, BMB
General-Station Manager.....W. E. Whitmore
Commercial Manager.....G. F. Roberts
Program Director.....G. N. Venrick

# KSWS

## ROSWELL—1947—ABC-ZIA NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....McEvoy Bcstg. Co.
Bus.-Studio Address.....401 N. Richardson St.
Phone Number .....2400
Transmitter Location.....19th & Railroad Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative.....Lorenzen & Thompson
Membership .....NAB, BMB
V.P., General Manager.....John A. McBoyle
Commercial Manager.....M. J. Montgomery
Sales Promotion Manager.....John L. Meyers
Program Director.....George R. Walsh
Chief Announcer.....Tom Foulkes
Chief Engineer.....Ray R. Summersgill

# KTRC

## SANTA FE—1946—ABC-ZIA NET

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Rio Grande Bcstg. Co., Inc.
Bus. Address.....P. O. Box 1419, Albuquerque
Phone Number .....3-2247
Studio-Transmitter Address.....210 E. Marcy
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Capitol
Representative.....Lorenzen & Thompson
President.....A. E. Buck
General Manager.....Merle H. Tucker
Station Manager.....Hugh Gray
Chief Engineer.....Mark Tattan

# KVSF

## SANTA FE—1936—CBS

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Oper. By.....New Mexico Bcstg. Co.
Business-Studio Address.....759 Cerrillos Rd.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....BMB
President.....A. R. Hebenstreit
General Manager.....Ivan R. Head
Sales .....Paul Theil
Chief Engineer.....E. J. Vanderwood

# KSIL

## SILVER CITY—1946—CBS-SW. NET

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Dorrance D. Roderick
Bus.-Studio-Transmitter Address..17th & Cactus St., P. O. Box 590
Air Time.....6 a.m.-11:15 p.m.
News Service .....AP
Transcription Service.....Standard, Cole
Representative .....Taylor-Borroff
Pres., Owner.....Dorrance D. Roderick
General Manager.....Carl Dunbar
Asst. General Manager.....Harold T. Welsh
Program Director.....Al Wheeler
Chief Engineer.....Franklin P. Keefer

# KTNM

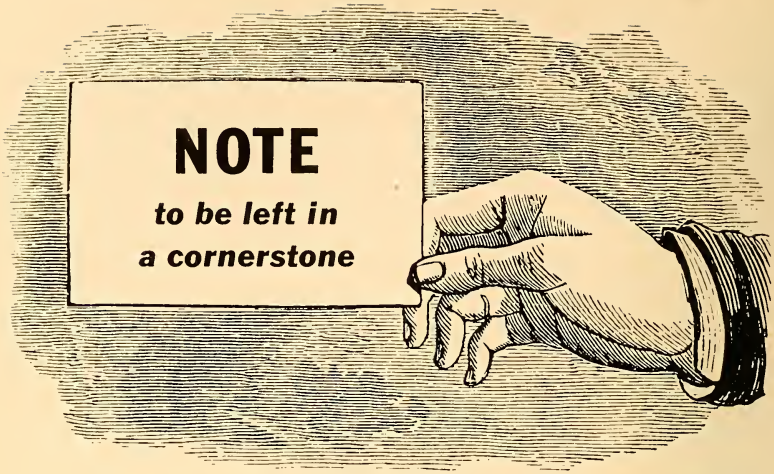
## TUCUMCARI—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....The McMa Agency
Operated By.....Grady Maples
Business Address.....Box 668
Phone Number .....100
Studio Address.....Second & Main Sts.
Transmitter Location....Outside E. City Limits
Air Time.....6 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....Keystone
Partners.....Grady Maples, R. B. McAlister
Commercial Manager.....J. Paul Aley
Sales Prom. Mgr., Prog. Dir.....Grady Maples
Chief Announcer.....John Davis
Chief Engineer.....David Fred White, Jr.

For News Prestige—

AP

Available through membership




**WOR** is a powerful force in the lives of the majority of 36,000,000 men, women and children in 430 counties in 18 states on the eastern seaboard. From the windy reaches of Prince Edward Island, in the Dominion of Canada, to the pine-scented border of Southern Georgia, its voice is a welcome and forceful one.

WOR is deliberately programmed to be an intimate medium. It's probably the warmth it creates in the hearts and minds of millions of people that makes it one of the most successful selling forces in America today.

May we tell you more about this great station? Our address is

**WOR**

*—that power-full station*
*at 1440 Broadway, in New York*

*Mutual*

# NEW YORK

*Estimated Population 14,386,000—Increase +6.7%—Radio Homes 4,001,700*
*Total Families 4,135,800—Stations in State 87*

## WABY

### ALBANY—1934

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Adirondack Bcstg. Co., Inc.
Business-Studio Address.....Strand Bldg., 110 No. Pearl St.
Phone Number .....4-4193
Transmitter Location....Braintree St., Colonie
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service....Thesaurus, Standard
Representative .....Everett-McKinney
Membership .....NAB
President.....A. J. McDonald
General-Station Manager.....Russell B. Wilde
Comm.-Sales Prom. Mgr.....Eugene P. Weil
Prog.-Musical Director.....Ned Trudeau
Production Director.....Thomas R. Sternfeld
Chief Announcer.....Bill Phillips
Chief Engineer.....James H. Corey

## WOKO

### ALBANY—1924—UBS

Frequency: 1460 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By....Gov. Dongan Bcstg. Corp.
Bus.-Studio Address.....Hotel Wellington, 136 State St.
Phone Number .....3-6638
Transmitter Location.....Tremont St.
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Standard, SESAC
Representative.....Lorenzen & Thompson
President, General Mgr.....James T. Healey
Station Manager.....Kay Feily
Commercial Manager.....A. Kellert
Program Director.....Sherb Herrick
Chief Announcer.....Lyle Bosley
Musical Director.....Gordon Seaman
Chief Engineer.....Al Sardi

## WPTR

### ALBANY—1948

Frequency: 1540 Kc.....Power: 10,000 Watts (CP 50,000)
Owned-Operated By...Patroon Bcstg. Co., Inc.
Business-Studio Address.....87 State St., Hotel Ten Eyck
Phone Number.....5-3345, 5-5422
Transmitter Location.....Middle Rd., Colonie
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Capitol, SESAC
Representative.....William G. Rambeau
Membership .....NAB
President.....J. Myer Schine
General-Station Mgr.....Leonard L. Asch
Commercial Manager.....Joseph R. Fife
Sales Prom. Mgr., Pub. Dir.....Robert Snyder
Program Director.....Howard W. Maschmeier
Production Director..William Van Steenburgh
Chief Announcer.....Glen Walrath
Musical Director.....Frank D'Armond
Chief Engineer.....Dwelle S. Hoag
Farm Editor.....Bernard Buck

## WROW

### ALBANY—1947—MBS

Frequency: 590 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Hudson Valley Bcstg. Co., Inc.
Business-Studio Address.....112 State St.
Phone Number.....ALbany 3-2225
Transmitter Location....Route 9W, So. of City
Air Time.....6 a.m.-1 a.m.
News Service.....INS, UP
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Dr. John J. Quinlan
General-Station Mgr.....Harry L. Goldman
Commercial Manager.....Stanley Roberts
Sales Prom. Mgr., Pub. Dir.....Leo Rosen
Program Director.....Johnny Lee
Production Director.....Richard Armfield
Musical Director.....Richard Hartigan
Chief Engineer.....Charles Heisler
Farm Editor.....George Michaels

## WXKW

### ALBANY—1948—ABC

Frequency: 850 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Champlain Valley Bcstg. Corp.
Business-Studio Address.....444 Broadway
Phone Number .....6-7676
Transmitter Location .....Selkirk
Air Time.....5:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Katz
Membership .....NAB, BMB
President.....Stephen R. Rintoul
General Manager.....Harold H. Meyer
Commercial Manager.....Gren Rand
Program Director.....Fred Daiger
Production Director.....Walter Neals
Publicity Director.....D. Hay
Chief Engineer.....Arthur Schoenfuss
Farm Editor.....Peter Ten Eyck

# WCSS

## AMSTERDAM—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Community Service Bcst. Corp.
Bus.-Studio-Transmitter Address..Upper Locust Ave.
Phone Number .....4000
Air Time .....Unlimited
News Service.....INS, UP
Transcription Service .....World
Membership .....NAB
President .....Arthur Carter
Gen.-Sta.-Comm.-Sales Prom. Manager .....Cecil Woodland
Program-Production Dir.....Ray Cheney
Publicity Director.....Joan MacGregor
Chief Engineer.....Guy Rauer

# WMBO

## AUBURN—1926—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WMBO, Inc.
Business-Studio Address.....141 Genesee St.
Phone Number .....433
Transmitter Location.....York & Division Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service..Thesaurus, SESAC, KBS
Representative.....Thomas F. Clark
Membership .....NAB, BMB
President.....William O. Dapping
Gen.-Sta.-Comm. Mgr.....Frederick L. Keesee
Sales Prom. Mgr., Prog. Dir...Robert B. Morgan
Chief Announcer.....A. John Hefner
Chief Engineer.....Herbert House
Farm Editor.....A. John Hefner

# WBTA

## BATAVIA—1941—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Batavia Bcstg. Corp.
Business-Studio Address.....90 Main St.
Phone Number .....715
Transmitter Location.....Creek Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative.....Helen Wood & Colton
Membership .....NAB
Pres., Gen.-Station Mgr.....Edmund R. Gamble
Comm.-Sales Prom. Mgr...Robert E. Newstead
Program-Production Dir.....J. Gordon Bridge
Pub. Dir., Farm Editor.....James Gerrety
Chief Announcer.....Bernie Sandler
Musical Director.....Matt Regan
Chief Engineer.....Fred Callendar

# WINR

## BINGHAMTON—1946—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Tier Radio Service, Inc.
Business-Studio Address..Court House Square
Phone Number .....4-4318
Transmitter Location..Cleveland & Stokes Ave.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB
President .....Donald Kramer
General Manager.....C. A. Bengtson
Station Executive.....E. R. Vadeboncoeur
Sales Manager.....H. R. Nicholson
Program Director.....Charles Bishara
Promotion Director.....George O'Connor
Chief Announcer.....Jan Costley
Chief Engineer.....A. A. Kelley

# WKOP

## BINGHAMTON—1947—MBS

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Binghamton Bcstrs., Inc.
Business-Studio Address.....34 Chenango St.
Phone Number .....2-3437
Transmitter Location.....Morgan Rd., Carman Hill
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Andrew Jarema
Commercial Manager.....Norman Stewart
Prog. Dir., Farm Editor.....Wally Buman
Chief Engineer.....Charles Hallinan

# WNBF

## BINGHAMTON—1928—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Operated By....Clark Associates, Inc.
Business Address.....P. O. Box 48
Phone Number.....Binghamton 2-3461
Studio Address.....Arlington Hotel
Transmitter Location.....Ingraham Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....Bolling
Membership.....NAB, BMB, FMA
President.....John C. Clark
General Manager.....Cecil D. Mastin
Station Manager.....L. L. Rogers
Commercial Manager.....S. N. Heslop
Sales Prom. Mgr., Pub. Dir....E. R. McCloskey
Prog.-Prod. Dir., Chief Announcer..E. M. Scala
Musical Director.....Ethel Henton
Chief Engineer.....L. H. Stantz
Farm Editor.....Sam Page

# WBEN

## BUFFALO—1930—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....Buffalo Evening News
Operated By.....WBEN, Inc.
Business-Studio Address.....Hotel Statler
Phone Number.....CLeveland 6400
Transmitter Location.....Grand Island
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service....Standard, Thesaurus, Lang-Worth
Representative .....Edward Petry
Membership .....NAB
President.....Edward H. Butler
V.P., General Mgr.....Alfred H. Kirchhofer
Station Manager.....C. Robert Thompson
Commercial Manager.....Frank W. Kelly
Publicity Director.....Joseph Haeffner
Musical Director.....Max Miller
Chief Engineer.....Ralph J. Kingsley

# WBNY

## BUFFALO—1935

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Roy L. Albertson
Business-Studio Address.....485 Main St.
Phone Number.....Madison 4000
Transmitter Location.....154 E. Eagle St.
Air Time.....7 a.m.-M.
News Service.....AP, INS, UP
Transcription Service .....Associated
Representative.....Adam J. Young, Jr.
Membersihp .....NAB, FMA
Pres., General-Station Mgr....Roy L. Albertson
Comm.-Sales Prom. Mgr.....Virginia C. Fyda
Prog.-Prod. Mgr.....Howard Schellenberg
Chief Announcer.....Carl Spavento
Musical Director.....Art Crosson
Chief Engineer.....Thomas L. Vines

# WEBR

## BUFFALO—1924—MBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned By.....WEBR, Inc.
Operated By.....Buffalo Courier Express
Business-Studio Address.....23 North St.
Phone Number.....Lincoln 7133
Transmitter Location.....Cloverbank Rd., Hamburg
Air Time .....Unlimited
News Service.....AP, INS, Reuters
Transcription Service...Lang-Worth, Standard
Representative .....Weed
Membership .....NAB
President.....Paul E. Fitzpatrick
General Manager.....Cy King
Commercial Manager.....William Doerr, Jr.
Program Director.....Clare Allen
Production Director.....Robert Dambach
Publicity Director.....William Schweitzer
Chief Announcer.....John Boothby
Musical Director.....Wallace McManus
Chief Engineer.....Frank B. Ridgeway

# WGR

## BUFFALO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.
Owned-Operated By.....WGR Bcstg. Corp.
Business-Studio Address.....Rand Bldg.
Phone Number.....Washington 3100
Transmitter Location .....Hamburg
Air Time.....5:30 a.m.-1:30 a.m.
News Service .....UP
Transcription Service.....SESAC, World
Representative.....Free & Peters
Membership .....NAB
Chairman of Board.....Leo J. Fitzpatrick
Pres., Gen.-Station Mgr.....I. R. Lounsberry
Comm. Mgr.....N. Cohen, local; F. R. Greene, National spot
Sales Promotion Manager.....R. McPherson
Program-Production Dir.....Robert Strigl
Publicity Director.....F. L. Lounsberry
Chief Announcer.....Allan Lewis
Musical Director.....David Cheskin
Chief Engineer.....K. B. Hoffman
Farm Editor.....Donald Huckle

Roland Trenchard, Radio Station WAAT, Newark, N. J.: "We at WAAT believe there is only one radio news service — The **A.P.** We have tried all the news services, and it is **AP** for us."—From the Minutes of the New Jersey Associated Press Radio Association, September 17, 1948.

BUFFALO'S ONLY 50,000 WATT STATION

# WKBW

PRODUCES

## Action for Advertisers

**50,000 WATTS** — There's power plus to pound home your message.

**ABC NETWORK** — ABC network programs build habitual audiences.

**NATIONAL SPOTS** — Powerful selling concentrated in a rich market.

**LOCAL PROGRAMS** — Local programs prove WKBW's "sell" power. They renew . . . and renew . . . and renew.

**BUFFALO'S ONLY 24 HOUR STATION**

AVERY-KNODEL INC. NATIONAL REPRESENTATIVE

# WKBW

BUFFALO'S MOST POWERFUL STATION

# WKBW

## BUFFALO—1925—ABC

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....WKBW, Inc.
Business-Studio Address.....Rand Bldg.
Phone Number.....MOhawk 1520
Transmitter Location...R.F.D. No. 5, Hamburg
Air Time.....24 Hrs.
News Service .....UP
Representative .....Avery-Knodel
Membership .....NAB
President, General Mgr....Clinton H. Churchill
Commercial Manager.....Roger M. Baker
Program Director.....John R. Gelzer
Public Relations Dir.....Alfred E. Anscombe
Musical Director.....Robert Nicholson
Chief Engineer.....Leroy Fiedler

# WXRA

## BUFFALO—1948

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Western N. Y. Bcstg. Co.
Business-Studio Address .....Kenmore
Phone Number.....AMherst 1161
Transmitter Location..1515 Niagara Falls Blvd., Amherst
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Representative .....Donald Cooke
Membership .....NAB
General Manager.....Thaddeus Podbielniak
Commercial Manager.....Richard C. Shepard
Program Director.....James J. Frieling
Chief Announcer.....George Lorenz
Chief Engineer.....John J. Schueler

# WKRT

## CORTLAND—1947

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By..Cortland Bcstg. Co., Inc.
Business-Studio Address....State Theater Bldg.
Phone Number .....2990
Transmitter Location .....Cortlandville-Virgil Townline Rd.
News Service .....UP
Transcription Service...Associated, Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....NAB, FMA
President, General Mgr.....J. Gerald Mayer
Asst. Station Mgr.....William J. Hall
Commercial Manager.....W. A. Bradley
Prog.-Musical Dir.....William J. Hall
Production Director.....Betty Sweetland
Pub. Dir., Farm Editor.....Ernst Greup
Chief Announcer.....Don Schardt
Chief Engineer.....William Barron

# WELM

## ELMIRA—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By..James Robert Meachem
Business-Studio Address.....222 E. Market St.
Phone Number.....Elmira 2-1400, 2-8378
Transmitter Location.....Sheridan Ave. & Kingsbury Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, Cole
Representative .....Walker
Membership .....NAB, BMB
General Manager.....J. R. Meachem
Comm.-Sales Prom. Mgr., Publicity Director.....Claude R. Snyder, Jr.
Prog.-Prod. Dir., Chief Announcer.....Preston L. Taplin
Musical Director.....Ken Powell
Chief Engineer.....T. M. Duay
Farm Editor.....Gordon M. Ridenour

# WENY

## ELMIRA—1939—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By..Elmira Star-Gazette, Inc.
Bus.-Studio Address.....Mark Twain Hotel
Phone Number .....5181
Transmitter Location.....Milton St.
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service.....World, Lang-Worth
Representative.....Everett & McKinney
Membership .....NAB, BMB
General Manager.....Dale Taylor
Comm.-Sales Prom. Mgr.....Ernest F. Oliver
Production Director.....Ted Hodge
Musical Director.....Harry Springer
Chief Engineer.....Thurlow A. Greene

# WENE

## ENDICOTT—1947—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Empire Newspapers-Radio, Inc.
Business-Studio Address.....Radio Center, 909 E. Main St.
Phone Number .....5-3351
Transmitter Location.....Pierce Hill, Vestal
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Associated, Capitol
Representative .....Walker
Membership .....NAB, BMB
President.....James H. Ottaway
Vice-Pres., Gen. Mgr.....Byron E. French
Station Manager.....Stephen W. Ryder
Commercial Mgr.....William C. Lundquest
Sales Promotion Manager....Robert McCarthy
Program Director.....Harold E. Graves

# On LONG ISLAND

IT'S

# W H L I

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM 98.3 Mc. **WHLI** AM 1100 Kc.

**HEMPSTEAD, NEW YORK**

ELIAS I. GODOFSKY, *President*

*"The Voice of Long Island"*

Production Director.....Norman Flynn
Publicity Director.....James A. McKechnie
Chief Announcer.....Hal Kent
Music Librarian.....Betty Stevens
Chief Engineer.....J. Harold Merchant

# WGBB

## FREEPORT—1924

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....Harry H. Carman
Business-Studio Address....44 So. Grove St.
Phone Number.....Freeport 9-2418
Transmitter Location.....215 Bedell St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Pres., Gen.-Sta.-Comm. Mgr...Harry H. Carman
Sales Promotion Mgr.....Neal Seaman
Program-Musical Dir.....A. Cheesman
Production Director.....Gordon Breidenthal
Publicity Director.....Robert Stirrat
Chief Announcer.....Andrew Benedict
Chief Engineer.....Robert Milos

# WGVA

## GENEVA—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Star Bcstg. Co., Inc.
Business-Studio Address.....Geneva Federal Savings Bldg.
Phone Number .....6691
Transmitter Location.....Lennox Park
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
President.....M. R. Forman
V.P., General Manager.....Thomas L. Brown
Commercial Manager.....Lloyd B. Gibson
Program Director.....Robert S. Kieve
Production Director.....Alex Lamutis
Chief Engineer.....R. Carleton Greene

# WGLN

## GLENS FALLS—1946—ABC

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By..Glens Falls Publicity Corp.
Business-Studio Address.....13 Warren St.
Phone Number .....2-1230
Transmitter Location.....Lower Dix Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative.....J. P. McKinney
Membership .....NAB, BMB
General Manager.....Earl C. Pace
Commercial Manager.....E. M. Frink
Program Director.....Bill Krough
Publicity Director.....Earl Sharland
Chief Engineer.....Earl C. Pace

# WWSC

## GLENS FALLS—1946—MBS-UBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Great Northern Radio, Inc.
Business-Studio Address.....14 South St.
Phone Number.....Glens Falls 2-6518
Transmitter Location.....Pruyns Island
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Keystone
Representative.....Lorenzen & Thompson
Membership .....NAB, BMB
President .....Martin Karig
General Manager.....Carl Mattison
Commercial Manager.....Alfred Brown
Sales Prom. Mgr., Pub. Dir.....Kent Jones
Prog. Dir., Farm Editor.....Dick Weld
Chief Announcer, Musical Dir...James Sowdon
Chief Engineer.....Joseph Thomas

# WENT

## GLOVERSVILLE—1944—CBS-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sacandaga Bcstg. Corp.
Business-Studio Address.....8 W. Fulton St.
Phone Number .....4900-1
Transmitter Location.....Harrison St.
Air Time.....6:45 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Adam J. Young
Membership .....NAB, BMB
President, Owner.....George Bissell
Gen. Mgr., Pub. Dir.....Dale Robertson
Program Dir.....George Malcolm Weaver
Chief Engineer.....Richard Stewart

# WHLI

## HEMPSTEAD—1947

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....FM Bcstg. Corp.
Business-Studio Address.....245 Baldwin Rd.
Phone Number.....Hempstead 2-8000
Transmitter Location.....470 Milburn Ave.
Air Time .....Daytime
News Service .....UP
Transcription Service.....Associated, World
President, Gen. Mgr.....Elias I. Godofsky
Exec. V.P., Station Mgr.....Paul Godofsky
V.P., Sales.....Joseph A. Lenn
News Director.....Jerome J. Karpf, Jr.
Production-Musical Dir.....Roger Wayne
Publicity Director.....Arthur E. Paterson, Jr.
V.P., Chief Engineer.....Frank E. Knaack
Farm Editor.....Jerry Carr

(*See Page* 529)

# WLEA

## HORNELL—1948

Frequency: 1320 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Canisteo Radio Corp.
Business-Studio Address.....99 Main St.
Phone Number .....1320
News Service .....UP
Transcription Service.. .....Capitol
Representative .....Forjoe
Pres., General Mgr.....John S. Booth
Station Manager.....Gene Gosch
Commercial Manager.....Harlan Howe
Program Director.....Carl Princi
Chief Engineer.....O. K. Gibboney

# WHUC

## HUDSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Colgren Bcstg. Co.
Business-Studio Address.....Union Turnpike
Phone Number.....Hudson 1166-7
Transmitter Location..Union Turnpike, Hudson; Main St., Catskill
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Caiptol, Keystone
Membership .....NAB
Partners.....John Kearney, Robert Strakos
Station Manager.....John Kearney
Commercial Manager.....Robert Strakos
Sales Promotion Manager.....Thomas Stack
Program Director.....Paul Baron
Chief Announcer.....Cal Bolwinkel
Chief Engineer.....Michael Tackach
Farm Editor.....Richard Miller

# WHCU

## ITHACA—1921—CBS

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cornell University
Business-Studio Address...Savings Bank Bldg.
Phone Number.....Ithaca 3438
Transmitter Location.....R. D. No. 2, Freeville
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....World, Lang-Worth
Membership .....NAB, BMB
General Manager.....Michael R. Hanna
Commercial Manager.....Earl S. Cobey
Program-Production Dir.....Joseph A. Short
Publicity Director.....Theodore T. Howes
Chief Announcer, Musical Dir.....John H. Deal
Chief Engineer.....True McLean
Farm Editor.....Louis W. Kaiser

# WJOC

## JAMESTOWN—1947

Frequency: 1470 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Air Waves, Inc.
Business-Studio Address....415 W. Fourth St.
Phone Number .....5-108
Transmitter Location .....Busti
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
Representative .....Friedenberg
Gen.-Sta.-Comm. Mgr.....Harry E. Layman
Program Director.....Jerry Lawson
Chief Announcer, Farm Editor.....Bill Kirby
Chief Engineer.....Harry E. Layman

# WJTN

## JAMESTOWN—1936—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By....James Bcstg. Co., Inc.
Bus.-Studio Address...Hotel Jamestown Bldg.
Phone Number .....7-151
Transmitter Location....Jones & Gifford Aves.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....William G. Rambeau
Membership.....NAB, BMB, FMA
President, Program Dir.....Jay E. Mason
Gen.-Sta.-Comm.-Sales Prom. Manager .....Simon Goldman
Prod. Dir., Chief Announcer..J. Ralph Carlson
Pub. Dirs...Raymond Finch, Stanley Alexander
Musical Director.....George Pfleeger
Chief Engineer.....Harold J. Kratzert
Farm Editor.....William Winn


WHCU's young brother *also* has **BIG FEET**—

*— and they're planted solidly, from Jersey to Georgian Bay!*

NOW—watch WHCU-FM grow and GROW!

*TWO great stations effectively serving a big, loyal audience.*

ITHACA, N. Y.
NAB — BMB

97.3 MC 40,000 WATTS
"LIVE CENTER OF THE FM DIAL"

# WKNY

## KINGSTON—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Kingston Bcstg. Corp.
Business-Studio Address.....601 Broadway
Phone Number.....Kingston 4500
Transmitter Location.....Plainfield St.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....SESAC
Representative.....Joseph Hershey McGillvra
President .....John Laux
General-Station Mgr.....Claude S. Middagh
Program Director.....Richard McCarthy
Chief Engineer.....Herbert Inman
Farm Editor.....Edward Eckert

# WWOL

## LACKAWANNA—1947

Frequency: 1120 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Leon Wyszatycki
Business-Studio Address.....315 Main St.
Phone Number.....Cleveland 8291
President .....Leon Wyszatycki
Gen. Mgr., Prog. Dir.....Stanley Jasinski
Commercial Manager.....Chester Widlak
Chief Engineer.....Howard E. Seyse

# WVOS

## LIBERTY—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By...Sullivan County Bcstg. Co.
Business Address .....Liberty
Phone Number .....1680
News Service .....UP
Transcription Service .....Associated
President.....David A. Kyle
Gen.-Comm. Mgr.....A. C. Kyle, Jr.
Chief Engineer.....Jchn R. Benson

# WICY

## MALONE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....North Country Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..65 Woodward St.
Phone Number .....186-7, 578
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Keystone
Membership .....NAB
Pres., Production Mgr.....Mitchell C. Tackley
V.P., Commercial Mgr.....Ralph M. Cardinal
Program Director.....Donald J. Paye
Chief Announcer.....Jack Burke
Chief Engineer.....Bernard Reisdorf

# WMSA

## MASSENA—1945—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....The Brockway Co.
Business Address.....Central Bldg.
Phone Number .....990
Studio-Transmitter Location.....So. Main St.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, SESAC
Representative .....Weed
Membership .....NAB, BMB
President.....Harold B. Johnson
General Manager.....Louis Saiff, Jr.
Station-Comm. Mgr.....Thomas R. McHugh
Program Director.....James H. Nash
Publicity Director.....Robert E. Anderson
Chief Engineer.....Michael Tarkulich
Farm Editor.....George Strader

# WALL

## MIDDLETOWN—1942—KBS

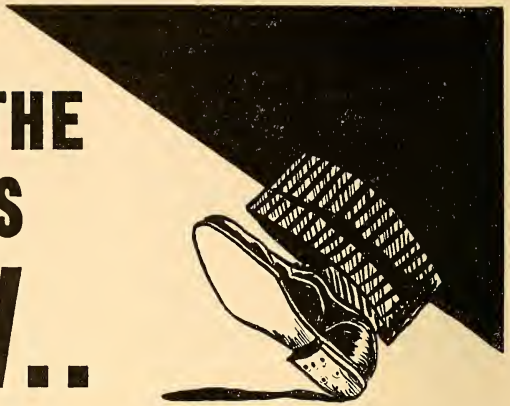
Fequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..The Community Bcstg. Corp.
Business-Studio Address.....14 South St.
Phone Number .....3119
Transmitter Location.....229 Monhagen Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, Keystone
Representative.....Joseph Hershey McGillvra
Membership .....BMB
President.....John Morgan Davis
Gen.-Station-Comm. Mgr.....Paul E. Wagner
Program-Production Dir.....George Shepard
Publicity Director.....Jeanne Faivre
Musical Director.....Sue Doscher
Chief Engineer.....Deidrick Doscher
Farm Editor.....Morris Weinstein

# WGNY

## NEWBURGH—1933

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Operated By....WGNY Bcstg. Co., Inc.
Business-Studio Address.....161 Broadway
Phone Number .....4600
Transmitter Location.....Cochecton Turnpike
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Membership .....NAB, BMB
President.....M. C. Speidel
General Manager.....George W. Bingham
Commercial Manager.....Joseph Rake
Program Director.....Richard Crans
Chief Announcer.....Edward J. Burns
Chief Engineer.....Marvin S. Seimes

# STEP OUT OF THE DARKNESS NOW..



## LET US SHOW YOU THE LIGHT ABOUT PROGRAMMING FOR LESS RADIO DOLLARS

**NEWS—SPORTS MUSIC**

Outstanding PUBLIC SERVICE FEATURES that constantly build community confidence and public interest.

With this complete radio service . . . you are assured the bigger, better audience you want for your advertising dollars.

**ENGLISH and FOREIGN LANGUAGE AUDIENCES**

For information on how to sell over this Market-Wise station . . .

Write, Call or Phone **MElrose 5-0333**
**FOR RATES AND MARKET COVERAGE**

**WBNX**

5000 WATTS DIRECTIONAL OVER NEW YORK
260 E. 161 ST. NEW YORK 51, N. Y.

# WBNX

## NEW YORK—1927

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Operated By....WBNX Bcstg. Co., Inc.
Bus.-Studio Address.....260 E. 161st St., Bronx
Phone Number.....MElrose 5-0333
Transmitter Location.....Carlstadt, N. J.
News Service .....AP
Transcription Service.....SESAC, Standard
Representative .....King
Membership .....NAB
President.....A. L. Haskell
V.P., General Manager.....William I. Moore
Program Director.....Edward Ervin
Production Director.....Frank Johnson
Musical Director.....Fred Mendelsohn

# WCBS

## NEW YORK—1924—CBS

Frequency: 880 Kc.....Power: 50,000 Watts
Owned-Oper. By..Columbia Bcstg. System, Inc.
Business Address.....485 Madison Ave.
Phone Number.....PLaza 5-2000
Studio Addresses..109 W. 39 St., 111 E. 58 St., 207 E. 30 St., 485 Madison Ave., 49 E. 52 St., 1697 Broadway, 251 W. 45 St., 254 W. 54 St.
Transmitter Location.....Columbia Island, New Rochelle
Air Time.....20¼ Hrs.
News Service.....AP, INS, UP

Why is AP the best?

*Because* — it is controlled by those who have an especial interest in news—all its members.

Available through membership.

Transcription Service .....Lang-Worth
Representative .....Radio Sales
Membership.....NAB, BMB, FMA
Chmn. of the Bd., CBS...William S. Paley, Jr.
President .....Frank Stanton
Gen.-Sta. Mgr.....Arthur Hull Hayes
Sales Manager.....Don Miller
Adv. & Sales Prom. Mgr.....Robert G. Patt
Program Director.....G. Richard Swift
Production Director.....William Elwell
Publicity Director.....Michael Boscia
Chief Engineer.....R. G. Thompson

# WEVD

## NEW YORK—1927

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Debs Memorial Radio Fund, Inc.
Business-Studio Address.....117 W. 46th St.
Phone Number.....PLaza 7-0880
Transmitter Location.....4701 Maspeth Ave., Maspeth, L. I.
News Service .....AP
President .....Adolph Held
General-Station Mgr.....Henry Greenfield
Program-Publicity Dir.....George Field
Chief Announcer.....David Niles
Musical Director.....Nicholas Saslowsky
Chief Engineer.....Charles Brown

5000 WATTS 1330 Kc

WEVD

ENGLISH · JEWISH · ITALIAN

For millions of high-income families in the great Metropolitan New York Market WEVD is the *first* station of interest . . .

because nowhere else can they obtain WEVD's unique cultural, educational and entertainment features.

A large number of national advertisers have for years capitalized this fact and include WEVD as a "must" on their schedules.

*Ask for "Who's Who on WEVD" . . . sent on request.*

WEVD

117-119 West 46th St., New York, N. Y.

# EVERYBODY'S TALKING ABOUT THE FOREIGN LANGUAGE LEADERSHIP IN NEW YORK OF

# WHOM

"THE IL PROGRESSO STATION"

**5000 Watts Day and Night**

## JUST LOOK AT THESE QUOTES:

"Today WHOM and its $250,000 studios are proving that the foreign language station can be an astounding success where there is a big foreign population. Under Fortune Pope, WHOM became one of a handful of top foreign language stations."
*NEWSWEEK, November* 29, 1948

"Under Fortune Pope's aegis, WHOM has risen to the status of one of the foremost foreign language outlets in the country."
*BROADCASTING, December* 27, 1948

"WHOM is the foremost foreign talk operation in the country."
*BEN GROSS, N. Y. DAILY NEWS, January* 10, 1949

## OUTSTANDING RADIO PRODUCTIONS IN

**ITALIAN**
**POLISH**
**JEWISH**
**GERMAN**
**SPANISH**

plus

THE AFTER HOURS SWING SESSION NIGHTLY from 11 p.m. to 2 a.m.

136 West 52nd Street, New York 19, N. Y. Circle 6-3900

GENEROSO POPE, *President* FORTUNE POPE, *General Manager*

# WHLI

NEW YORK

(See Listing Hempstead, N. Y.)

# WHOM

NEW YORK—1930

Frequency: 1480 Kc.....Power: 5000 Watts
Owned By.....Il Progresso Italo-Americano Publishing Co.
Operated By.....Atlantic Bcstg. Co., Inc.
Business Address.....136 W. 52nd St.
Phone Number.....CIrcle 6-3900
Studio Addresses..136 W. 52nd St., New York, 30 Journal Sq., Jersey City, N. J.
Transmitter Location....Ridgefield Park, N. J.
Air Time.....6 a.m.-2 a.m.
News Service .....UP
Membership .....NAB
President .....Generoso Pope
General-Station Manager.....Fortune Pope
Asst. Mgr., Prog.-Pub. Dir.....Charles Baltin
Exec. Sales Asst.....Ralph Nardella
Production Director.....Ralph Costantino
Musical Director.....Michael Rosco
Chief Engineer.....George Steiger

# WINS

NEW YORK—1931

Frequency: 1010 Kc....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Operated By.....Crosley Bcstg. Corp.
Business-Studio Address.....28 W. 44th St.
Phone Number.....BRyant 9-6000
Transmitter Location.....Lyndhurst, N. J.
Air Time.....24 Hrs.
News Service.....INS, UP
Transcription Service .....World
Representative .....Crosley
President.....James D. Shouse
V.P., General Mgr.....Robert E. Dunville
V.P., Station Mgr.....Eldon A. Park
Commercial Manager.....Kieran T. Murphy
Sales Manager.....Wilmot Losee
Program Director.....John Neal
Production Director.....Joseph Terry
Dir. Prom. Act.....Joe Beach
Musical Director.....Irving Landau
Chief Engineer.....Paul von Kunits

*(See Page 522)*

Tom Eaton, Radio Station WTIC, Hartford, Conn.:

"There is no question but that The AP is vastly superior to that afforded by any other service I have seen."—From the Minutes of the Connecticut Association of Associated Press Broadcasters, January 12, 1949.

**What time-buyers see first when they consider the New York market.**

**Who time buyers see when they want the facts**

New York - Phone Circle 6-1750
Warren Jennings • Stuart MacHarrie • Bernard Musnick
Edwin Jameson • Harry Folts

New York - Phone BRyant 9-6000
Roy Holmes • Jack Flynn • John F. Sloan • Marvin Cole

Chicago - Phone STate 2-0366
Harry Albrecht • George Jeneson • Andy Niedenthal
Will H. Oldham

Cincinnati - Phone CHerry 1822
Walter Callahan • Herbert Flaig

Hollywood - Phone HOllywood 5408
Tracy Moore

San Francisco - Phone EXbrook 2-8033
Tracy Moore

CROSLEY BROADCASTING CORPORATION

# WJZ

## NEW YORK—1921—ABC

Frequency: 770 Kc.....Power: 50,000 Watts
Owned-Oper. By.....American Bcstg. Co., Inc.
Business Address.....7 W. 66th St.
Phone Number.....TR. 3-7000
Studio Addresses...30 Rockefeller Plaza; Ritz Theatre, 219 W. 48th St.; Playhouse Theatre, 137 W. 48th St.; Vanderbilt Theatre, 148 W. 48th St.
Transmitter Location.....Lodi, N. J.
Air Time.....5:45 a.m.-1 a.m.
News Service.....AP, INS, UP
Representative.....ABC Spot Sales
Membership .....NAB, BMB
President .....Mark Woods
Station Manager.....Murray B. Grabhorn
Sales Manager.....C. L. Doty
WJZ Promotion Manager.....Alfred Cohan
Program Director.....John Hade
Production Director.....Henry Cox
Publicity Director.....Earl Mullen
Spvr. of Announcers.....James Bixler
Musical Director.....Frank Vagnoni
Dir. of Technical Operations....George Milne
Farm Editor.....Philip Alampi

# WLIB

## NEW YORK—1942

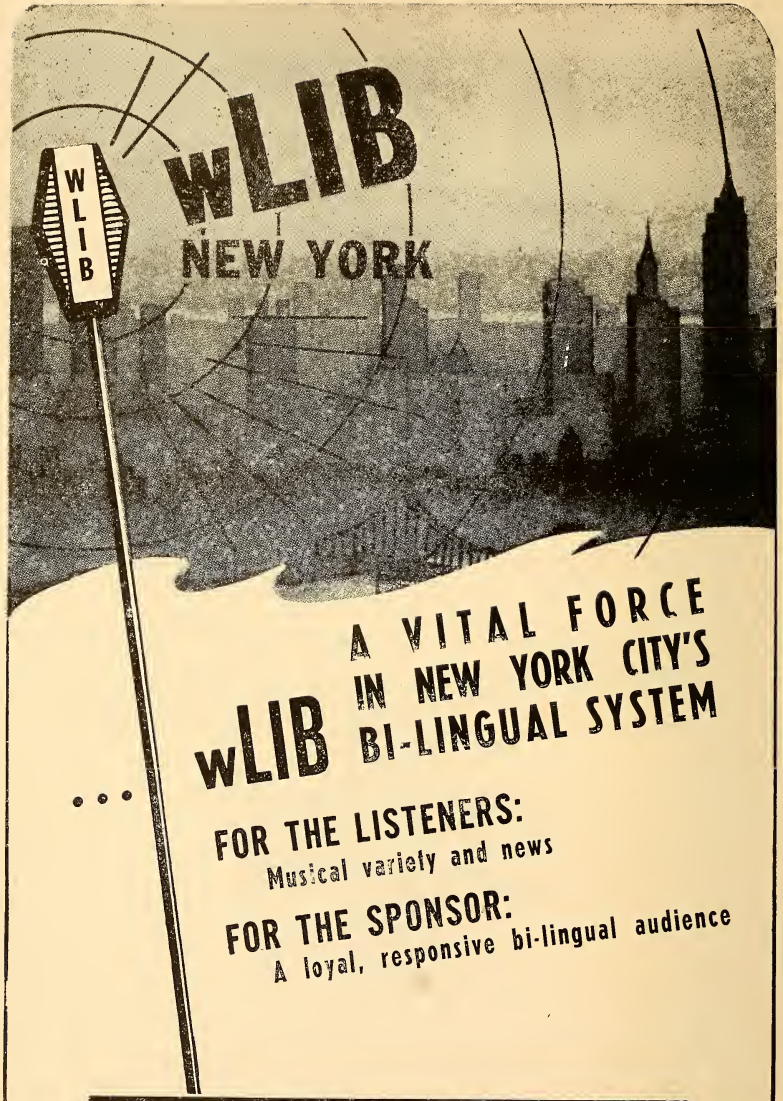
Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned By .....WLIB, Inc.
Operated By.....Dorothy S. Thackrey
Business Studio Address.....207 E. 30th St.
Phone Number.....ORegon 9-2720
Transmitter Location..180 Morgan Ave., Bklyn.
Air Time .....Sunrise-sunset
News Service.....AP, UP
Transcription Service.....Associated, SESAC
Representative.....Adam J. Young, Jr.
Membership .....NAB
President.....Dorothy S. Thackrey
Gen.-Sta.-Comm. Mgr.....Herman M. Bess
Sales Prom. Mgr., Prog.-Prod.-Pub. Director .....Samuel Elfert
Chief Announcer.....Murray Jordan
Musical Director.....Mimi Trepel
Chief Engineer.....Edward Darlington

*(See Page 524)*

The Red Cross Needs

Your Unstinting Assistance

**GIVE!**




**WLIB · 1190 on your dial**

Dorothy S. Thackrey, President • Herman M. Bess, Mgr. Director

207 EAST 30th STREET, NEW YORK 16, N. Y.

# WMCA

## NEW YORK—1925

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WMCA, Inc.
Business-Studio Address.....1657 Broadway
Phone Number.....CIrcle 6-2200
Transmitter Location.....Kearny, N. J.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Free & Peters
President .....Nathan Straus
General Manager.....Norman Boggs
Director of Promotion.....Howard Klarman
V.P. in Chg. of Programs.....Leon Goldstein
Dir. News & Special Events....R. Peter Straus
Chief Announcer.....Alun Williams

*(See Page 526)*

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# WMGM

## NEW YORK—1922

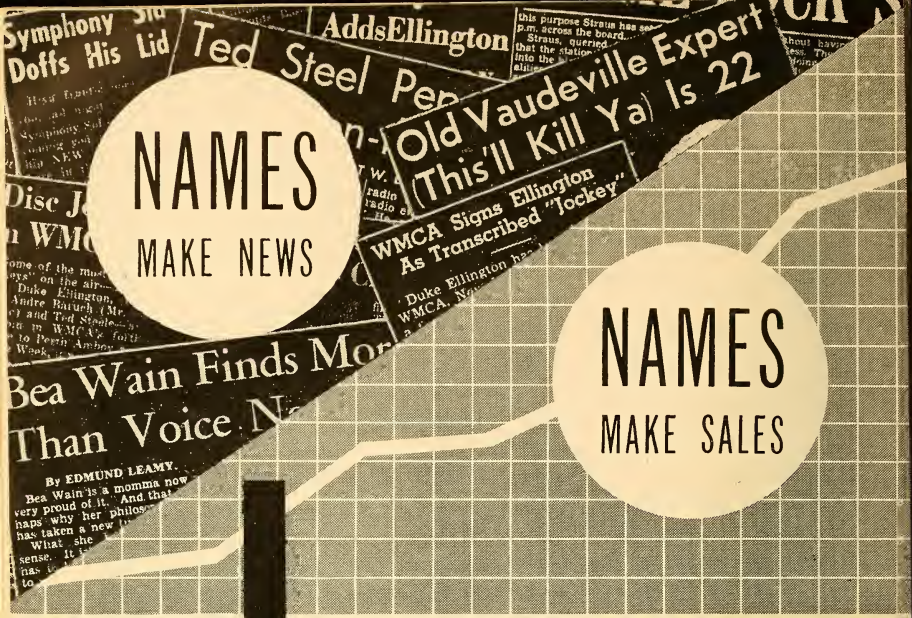
Frequency: 1050 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Marcus Loew Booking Agency
Business-Studio Address.....711 Fifth Ave.
Phone Number.....MUrray Hill 8-1000
Transmitter Location.....E. Rutherford, N. J.
Air Time.....6 a.m.-2 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Pres. (Loew's, Inc.).....Nicholas M. Schenck
Director.....Herbert L. Pettey
General Manager.....Frank Roehrenbeck
Dir. of Sales.....Bertram Lebhar, Jr.
Program Director.....Raymond Katz
Publicity Director.....Jo Ranson
Chief Announcer.....Ted Schneider
Musical Director.....Joel Herron
Chief Engineer.....Paul Fuelling

*(See Page 528)*

For the best in radio news writing—

AP

Available through membership




NAMES MAKE NEWS

NAMES MAKE SALES

TED STEELE
Master salesman—entertainer

MR. & MRS. MUSIC
Bea Wain and Andre Baruch at the turntables.

DUKE ELLINGTON
Popular composer—platter spinner

JOE FRANKLIN
National authority on rare old records

SYMPHONY SID
All-night, all-frantic be-bop show

N. Y. GIANTS BASEBALL SERIES

Blanketing the Metropolitan Area
at First on BOTH Dials
in New York

wmca
570 AM · 92.3 FM

# WNBC

## NEW YORK—1922—NBC

Frequency: 660 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Transmitter Location.....Port Washington
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service...Thesaurus, Associated
Representative.....NBC Spot Sales
Membership .....NAB, BMB
President .....Niles Trammell
General Manager.....Thomas B. McFadden
Asst. Mgr.....Daniel A. Norman
Sales Manager.....John C. Warren
Adv. & Prom. Mgr.....Murry Harris
Program Manager.....D. L. Provost
News & Spec. Events Dir.....Fred S. Heywood
Publicity Director.....Schuyler G. Chapin
Dir. of Service & Traffic.....Harvey J. Gannon
Production Manager.....Clay Daniel
Chief Engineer.....O. B. Hanson
Agricultural Director.....Tom Page

# WNEW

## NEW YORK—1934

Frequency: 1130 Kc.....Power: 10,000 Watts
Owned-Oper. By....Greater N. Y. Bcstg. Corp.
Business-Studio Address.....565 Fifth Ave.
Phone Number.....PLaza 3-3300
Transmitter Location.....Kearny, N. J.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....John Blair
Membership .....NAB
V.P., Gen.-Station Mgr.....Bernice Judis
V..P, Commercial Mgr.....Ira Herbert
Sales Promotion Manager.....Robert Guthrie
V.P., Program Director.....Ted Cott
Production Manager.....Jack Grogan
Publicity Director.....Richard Pack
Chief Announcer.....John Jaeger
Musical Director.....Roy Ross
Chief Engineer.....Max Weiner

*(See Page 530)*

**Aid Your Own Industry by Supporting**

**National Radio Week**

**Oct. 30 to Nov. 5**

**A Joint Sponsorship of NAB—RMA**

***and***

**National Junior Chamber of Commerce**

# Progress...

Progress can mean a lot of things in a year's time. New studios—new programs—new business—new technical facilities—even magical new call letters are all part of the past year's advancements for WMGM, the Metro-Goldwyn-Mayer radio station in New York.

## Programs...

The station which has always catered to New York's particular program tastes, with *top sports coverage, dominant news reporting,* and *delightful entertainment* around the clock, has added bright new shows—sparkling audience participation shows and many other distinctive features from WMGM's new million-dollar Fifth Avenue studios, plus a parade of showmanship from Metro-Goldwyn-Mayer in Hollywood.

## Power...

Already one of the nation's top-powered stations, WMGM has improved its technical leadership over competing stations through all-new, higher-fidelity input equipment throughout; through acoustically-perfected studios, lending sharp new brilliance of signal over the most populous, most prosperous market on earth. Duplication of programs on WMGM-FM, too, now gives WMGM advertisers *redoubled impact* in the New York area.

## Promotion...

Proven (by Billboard Radio Promotion Awards for the past two successive years) the pace-setter in promoting radio programs and the products they advertise right up to the point-of-purchase, WMGM played true-to-form in telling the world about its new studios and new call letters — in the press and over the air, on the screen and everywhere!

## Preference...

Two hundred thirty-seven advertisers have chosen WMGM for their broadcast campaigns during the past year. Most of them—and many new ones — are continuing right on through 1949. *Only results* can bring them back like that—results in terms of *listeners*, or in terms of *mail pull*, or, most important, in *cash sales of the products you want to sell.*

Yes, in New York, the *progressive* station, the *well-programmed*, the *promotion-wise*, the *preferred* station is the *powerful* WMGM.

THE METRO-GOLDWYN-MAYER RADIO STATION (formerly WHN)

WMGM

"THE CALL LETTERS OF THE STARS"

50,000 WATTS
1050 KCS. CLEAR CHANNEL
WMGM-FM 100.3 MC.

711 FIFTH AVENUE
MURRAY HILL 8-1000

## WOR

NEW YORK—1922—MBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By....Bamberger Bcstg. Service, Inc.
Business-Studio Address.....1440 Broadway
Phone Number.....LOngacre 4-8000
Transmitter Location.....Carteret, N. J.
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service .....Associated
Representative.....Keenan & Eickelberg, Kettell & Carter
Membership.....NAB, BMB, FMA
President.....Theodore C. Streibert
V.P. in Chg. of Sales.....R. C. Maddux
Adv. & Prom. Dir.....Joseph Creamer
Prod. Mgr. & Chief Announcer.....Jeff Smith
Publicity Director.....Robert Blake
Musical Director.....Sylvan Levin
V.P. in Chg. of Eng.....J. R. Poppele

## WOV

NEW YORK—1926

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Wodaam Corp.
Business-Studio Address.....730 Fifth Ave.
Phone Number.....CIrcle 5-7979
Transmitter Location.....Carlstadt, N. J.
Air Time .....Unlimited
News Service.....AP, ANSA
Representative .....Bolling
Membership .....NAB
President.....Harry D. Henshel
General Manager.....Ralph N. Weil
Commercial Manager.....Herbert Schorr
Sales Promotion Mgr.....C. Carroll Forbes
Program Director.....Arnold Hartley
Publicity Director.....Anne C. Baldwin
Chief Announcer.....George Padovani
Musical Director.....Paul Romeo
Chief Engineer.....Hillis Holt

*(See Page 532)*


# On LONG ISLAND

## IT'S

## WHLI

- First choice of more retailers to sell more goods
- 75% regular listenership in New York State's 4th Market
- Of course we have Hooper and Conlan reports

FM 98.3 Mc. **WHLI** AM 1100 Kc.

**HEMPSTEAD, NEW YORK**

ELIAS I. GODOFSKY, *President*

*"The Voice of Long Island"*

GREATER NEW YORK'S
FAVORITE STATION FOR
MUSIC AND NEWS

# WNEW

*1130 on your dial*

ON THE AIR 24 HOURS A DAY

*See pages 100-101 for*

# LISTING OF NEW YORK PHONE NUMBERS

NETWORKS

☆

PUBLICATIONS

☆

ORGANIZATIONS

☆

TALENT AGENCIES

☆

FM RADIO STATIONS

☆

AM RADIO STATIONS

☆

NEWS ASSOCIATIONS

☆

TELEVISION STATIONS

☆

PROGRAM PRODUCERS

☆

RECORDING COMPANIES

☆

ADVERTISING AGENCIES

☆

TRANSCRIPTION COMPANIES

☆

STATION REPRESENTATIVES

# 44 ADVERTISERS

*have been selling over WOV for an average of 9 years each. They know that on WOV*

**RESULTS** *is the Buy-Word*

*Your WOV salesman will give you specific market information on each of 5 Audited Audiences. You too can take the guess out of buying.*

*Wake Up New York*
*1280 Club*
*Band Parade*
*Prairie Stars*

*Italian language market 2,100,000 individuals larger than St. Louis and Kansas City combined.*

Originators of

*Audited Audiences*

RALPH N. WEIL, Gen. Mgr.

The Bolling Company,
National Representatives

**WOV**

**NEW YORK**

# WQXR

## NEW YORK—1936

Frequency: 1560 Kc.....Power: 10,000 Watts
Owned By.....The New York Times Co.
Operated By.....Interstate Bcstg. Co., Inc.
Business-Studio Address.....730 Fifth Ave.
Phone Number.....CIrcle 5-5566
Transmitter Location.....Rear of 5000 Grand Ave., Maspeth
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Associated, London
Representative.....Paul H. Raymer
Membership .....NAB, FMA
President.....John V. L. Hogan
Exec. V.P., Gen. Mgr.....Elliott M. Sanger
V.P., Sales.....Norman S. McGee
Sales Prom.....The N. Y. Times Prom. Dept.
Program Director.....Eleanor N. Sanger
Prod. Dir., Chief Announcer...Albert A. Grobe
Publicity Director.....Eleanore Hurley
Musical Director.....Abram Chasins
Chief Engineer.....Russell D. Valentine

*(See Page 292)*

# WWRL

## NEW YORK

(For Listing See Woodside, N. Y.)

# WHLD

## NIAGARA FALLS—1940
## RURAL-COLONIAL-CONTINENTAL

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By..The Niagara Falls Gazette Publishing Co.
Business-Studio Address.....Hotel Niagara
Phone Number .....8421
Transmitter Location.....Lockport Rd.
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Lang-Worth, Associated, SESAC
Representative .....Headley-Reed
Membership .....FMA
V.P., Gen.-Station Mgr.....Earl C. Hull
Commercial Manager.....Richard G. Robbins
Program Director.....Robert J. Manning
Musical Director.....Harold Bradley
Chief Engineer.....Robert Wilson
Farm Editor.....John F. Mahl, Jr.

# WJJL

## NIAGARA FALLS—1948

Frequency: 1440 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John J. Laux
Business-Studio Address.....129 Main St.
Phone Number .....5266
Transmitter Location.....New Rd.
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service.....Lang-Worth, Cole
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....John J. Laux
General-Station Mgr.....Robert F. Kliment
Commercial Manager.....Tom W. Talbot
Prog. Dir., Chief Announcer....Earle Hamrick
Chief Engineer.....Gustav Czaplak
Farm Editor.....John Carlton

# WSLB

## OGDENSBURG—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....St. Lawrence Bcstg. Corp.
Business Address .....Ogdensburg
Phone Number .....500
Studio-Transmitter Location.....2315 Knox St.
Air Time.....7 a.m.-11:15 p.m.
News Service .....UP
Transcription Service.....Standard, Keystone
Representative .....Walker
Membership.....NAB, BMB, FMA
President.....Joseph R. Brandy
Sec.-Treas.....Harold J. Frank
Prog.-Prod.-Pub. Director, Chief Announcer.....Hal Gilman
Musical Dir., Farm Editor.....Flo Beach Rowe
Chief Engineer.....Ellsworth Hall

# WHDL

## OLEAN—1936—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Times Herald Corp.
Operated By.....WHDL, Inc.
Bus.-Studio-Transmitter Address .....Olean
Phone Number .....4149
Air Time.....6:55 a.m.-11:15 p.m.
News Service .....UP
Transcription Service....Associated, Keystone
Representative.....Everett & McKinney
Membership .....BMB
President.....E. B. Fitzpatrick
General-Station Mgr.....John R. Henzel
Commercial Manager.....Joseph K. Eade
Program Director.....Donald Merriman
Chief Announcer.....Robert Nenno
Chief Engineer.....Jack Atherton
Farm Editor.....Ned McGrath

# WDOS

## ONEONTA—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Oneonta Star, Inc.
Bus.-Studio Address..The Oneonta Hotel Bldg.
Phone Number .....2470
Transmitter Location.....So. Side of Oneonta
Air Time .....Unlimited

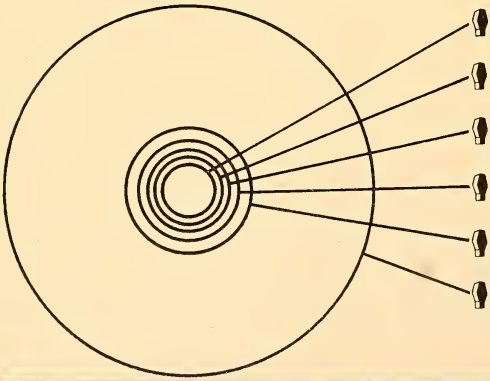
# ROCHESTER, N. Y.

## is not just a city...

## It's a trading area of 2,114,948

# and only WHAM covers it!

If you or your clients want to reach one of the richest markets in all the Eastern United States ... use 50,000-watt, clear-channel WHAM. You'll tap cities like Rochester, Elmira, Batavia, Geneva, Binghamton—plus a huge farm country outstanding for modern character and extraordinarily high income. Study the chart below—such facts can't be ignored!



Coverage of Station A

Coverage of Station B

Coverage of Station C

Coverage of Station D

Coverage of Station E

Coverage of Station **WHAM**

**WHAM** ★ **ROCHESTER RADIO CITY**

"The Stromberg-Carlson Station"

*AM—FM—and TV Coming in '49!*

N.B.C. AFFILIATE • GEO. P. HOLLINGBERY CO. • NAT'L REP.

News Service ..... AP
Transcription Service ..... Capitol, World
Representative ..... Walker
President ..... James H. Ottaway
General Manager ..... Eugene J. Brown
Station Manager ..... Walton F. Deming
Commercial Manager ..... George R. Smith
Program-Publicity Dir. ..... Charles Hobart
Production Director ..... Harriette I. Dunbar
Chief Announcer ..... David T. Squires
Chief Engineer ..... Wiley Bates
Farm Editor ..... Robert Warner

# WONO

## ONEONTA—1948

Frequency: 1110 Kc. ..... Power: 250 Watts d.
Owned-Operated By ..... Oneonta Bcstg. Co.
Business-Studio Address ..... 285 River St.

# WKBS

## OYSTER BAY—1948

Frequency: 1520 Kc. ..... Power: 250 Watts d.
Owned-Oper. By ..... Key Bcstg. System, Inc.
Business-Studio Address ..... 25 E. Main St.
Phone Number ..... Oyster Bay 6-2500
Transmitter Location .. Battery Pk., Oyster Bay
Air Time ..... Sunrise-sunset
News Service ..... UP
Transcription Service ..... Thesaurus
President ..... R. Lee Hollingsworth
Exec. V.P. ..... A. J. Griffiths, Jr.
Publicity Director ..... Henry Frielinghaus, III

# WLNA

## PEEKSKILL—1948

Frequency: 1420 Kc. ..... Power: 500 Watts d.
Owned-Oper. By ..... Highland Bcstg. Corp.
Business-Studio Address ..... 1037 Main St.

# WEAV

## PLATTSBURG—1935—ABC

Frequency: 960 Kc. ..... Power: 1000 Watts
Owned-Oper. By ..... Plattsburg Bcstg. Corp.
Business-Studio Address ..... Radio Centre
Phone Number ..... 1600
Transmitter Location ..... Lake Shore Rd.
Air Time ..... 6:45 a.m.-M.
News Service ..... UP
Transcription Service ..... Thesaurus
Representative ..... Joseph Hershey McGillvra
Membership ..... NAB
President, Gen.-Sta. Mgr. ..... George F. Bissell
Commercial Manager ..... Joel H. Scheier
Sales Prom. Mgr., Prog.-Pub. Dir.,
Farm Editor ..... Martin Mannix
Production Director ..... Alex Coursey
Chief Announcer ..... Henry Clark
Chief Engineer ..... Jack Nazak

# WKIP

## POUGHKEEPSIE—1940—ABC

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ... Radio Div., Poughkeepsie Newspapers, Inc.
Business-Studio Address ..... Memorial Sq.
Phone Number ..... 6800
Transmitter Location ..... Nelson House
Air Time ..... Unlimited
News Service ..... AP
Transcription Service .... Standard, Associated
Membership ..... NAB, BMB, FMA
President ..... M. C. Speidel
General Manager ..... George W. Bingham
Program Director ..... Richard Crans
Chief Engineer ..... Marvin S. Seimes

# WARC

## ROCHESTER—1947—ABC

Frequency: 950 Kc. ..... Power: 1000 Watts
Owned-Operated By ..... WARC, Inc.
Bus.-Studio Address ..... Sheraton Hotel, 111 East Ave.
Phone Number ..... HAmilton 8920
Transmitter Location .... 2670 Clinton Ave. So.
Air Time ..... 6:30 a.m.-M.
News Service ..... AP
Transcription Service ..... Associated
Representative ..... Katz
Membership ..... NAB, BMB
President, Gen.-Sta. Mgr. ..... S. W. Townsend
Commercial Manager ..... Harland Evans
Sales Prom. Mgr., Publicity Director,
Farm Editor ..... Mark O'Brien
Program-Musical Dir. ..... Frederick Essex
Prod. Dir., Chief Announcer .... Thomas Kane
Chief Engineer ..... Robert Emch

# WHAM

## ROCHESTER—1922—NBC

Frequency: 1180 Kc. ..... Power: 50,000 Watts
Owned-Operated By ... Stromberg-Carlson Co.
Business Address ..... 100 Carlson Rd.
Studio Address ..... 201 Humbolt St.
Transmitter Location ..... Rochester
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... World, Standard
Representative ..... George P. Hollingbery
Membership ..... NAB, BMB, FMA
Pres. (Stromberg-Carlson Co.) ..... Dr. Ray H. Manson
Gen. Mgr. (Stromberg-Carlson Co.) ..... Leo McCanne
Station Mgr. (Stromberg-Carlson Co.) ..... William Fay, V.P. in Chg. of Bcstg. & Gen. Mgr. WHAM
Comm.-Sales Prom. Mgr. .. John W. Kennedy, Jr.
Program Director ..... Charles W. Siverson
Production Director ..... Sylvester Novelli
Publicity Director ..... Armin N. Bender

**WHEC is Rochester's most-listened-to station and has been ever since Rochester has been "Hooperated!"**

**Furthermore, Station WHEC is one of the select Hooper "Top Twenty" stations in the whole United States!**

*Latest Hooper before closing time.*

**BUY WHERE THEY'RE LISTENING:—**

# WHEC of Rochester

MEMBER GANNETT RADIO GROUP

N. Y.

5,000 WATTS

*Representatives:* EVERETT & McKINNEY, *New York, Chicago,* HOMER GRIFFITH CO., *Los Angeles, San Francisco*

Chief Announcer.....Homer Bliss
Musical Director.....Eugene Zacher
Chief Engineer.....Kenneth Gardner
Actg. Farm Editor.....George Haefner

# WHEC

## ROCHESTER—1925—CBS

Frequency: 1460 Kc.....Power: 5000 Watts
Owned-Operated By.....WHEC, Inc.
Business-Studio Address.....40 Franklin St.
Phone Number.....Baker 6740
Transmitter Location.....1850 S. Winton Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service....Associated, Standard
Representative.....J. P. McKinney
Membership .....NAB, BMB
President.....Frank E. Gannett
Executive V.P.....Clarence Wheeler
General-Station Manager.....Gunnar O. Wiig
Commercial Manager....Le Moine C. Wheeler
Program Director.....William J. Adams
Production Director.....L. H. MacMillan
Publicity Director.....Virginia Savage
Chief Announcer.....Roger Goodrich
Musical Director.....Gerald Vogt
Chief Engineer.....Bern C. O'Brien

# WRNY

## ROCHESTER—1947

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Operated By...Monroe Bcstg. Co., Inc.
Business-Studio Address.....191 East Ave.
Phone Number.....Hamilton 9775
Transmitter Location.....Mt. Read Blvd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Pres., Gen.-Sta.-Comm. Mgr...George B. Kelly
Program Director.....Addison Penfield
Production Director.....Paul Robinson
Chief Engineer.....Felix Bonvouloir

# WSAY

## ROCHESTER—1936

Frequency: 1370 Kc.....Power: 1000 Watts d. (CP 5000 Watts d.)
Owned-Oper. By...Federal Bcstg. System, Inc.
Business-Studio Address.....328 Main St. E.
Phone Number.....Baker 4870
Transmitter Location.....French Rd., Brighton
Air Time .....Daytime
News Service .....INS
Representative .....Walker
President, General-Station Manager, Chief Engineer.....Gordon P. Brown
Comm.-Sales Prom. Mgr.....Will Union
Program Director.....Jack Turner

# WVET

## ROCHESTER—1947

Frequency: 1280 Kc.....Power: 5000 Watts
Owned-Operated By.....Veterans Bcstg. Co.
Business Address.....Clinton Bldg.
Phone Number.....Hamilton 4820
News Service .....UP
Transcription Service.....Associated, Capitol
Representative .....Weed
Pres., General Mgr.....William B. Maillefert
Chief Engineer.....Irving F. Lyke

# WKAL

## ROME-UTICA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Copper City Bcstg. Corp.
Business-Studio Address..Capitol Theatre Bldg, Rome
Phone Number .....3616-7
Transmitter Location.....Muck Rd. & Jay St., Rome
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Donald Cooke
President.....Myron J. Kallet
Gen.-Station Mgr.....Michael Carlo Fusco
Comm. Mgr., Pub. Dir.....George Cramer
Sales Promotion Manager.....Joseph Trela
Program Director.....Charles King
Production Director.....Dan Fusco
Chief Announcer.....Robert Storey
Chief Engineer.....Deforest T. Layton, Jr.
Farm Editor.....Jack Fredericks

# WNBZ

## SARANAC LAKE—1929—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Upstate Bcstg. Corp.
Business-Studio Address.....88 Main St.
Phone Number .....1320
Transmitter Location.....Merrill St.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, Keystone
Representative.....Thomas F. Clark
President, General Manager...John F. Grimes
Commercial Manager.....Jacques DeMattos
Program Director.....Albert C. Bagdasarian
Chief Announcer.....John Birmingham
Chief Engineer.....H. Berwind Williams

# WGY

## SCHENECTADY—1922—NBC

Frequency: 810 Kc.....Power: 50,000 Watts
Owned-Oper. By.....General Electric Co.
Business-Studio Address.....1 River Rd.
Phone Number .....3-2121
Transmitter Location.....R. D. No. 5, So. Schenectady

Air Time ..... Unlimited
News Service ..... AP, UP
Transcription Service .. Lang-Worth, Thesaurus
Representative ..... NBC Spot Sales
Membership ..... NAB, BMB
V.P., Mgr. of Bcstg. ..... R. S. Peare
Asst. Mgr. of Bcstg. ..... B. J. Rowan
Station Manager ..... G. Emerson Markham
Asst. to Station Mgr. ..... R. W. Welpott
Supervisor of Sales ..... A. G. MacDonald
Actg. Spvr. of Promotion ..... R. W. O'Brian
Spvr. of News ..... W. T. Meenam
Spvr. of Music ..... A. O. Coggeshall
Spvr. of Farm Bcstg. ..... G. W. Givens
Spvr. of Programs ..... Caleb Paine
Chief Engineer ..... W. J. Purcell

# WSNY

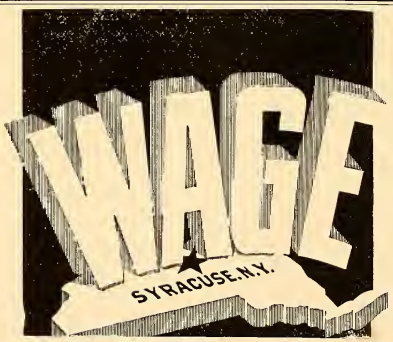
## SCHENECTADY—1942

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By .... Western Gateway Bcstg. Corp.
Business-Studio Address ..... 619 State St.
Phone Number ..... 3-3622
Transmitter Location ..... Campbell Rd.
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Lang-Worth
President, Gen. Mgr. ..... Winslow Leighton
Comm.-Sales Prom. Mgr. ..... Harry H. Averill
Program Director ..... Robert Wallace
Asst. Prog.-Pub. Director .... Martha M. Smith
Chief Announcer ..... Steve Fitz
Musical Director ..... Frank Huber
Chief Engineer ..... Irving P. Beck

# WAGE

## SYRACUSE—1941—ABC

Frequency: 620 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By ..... WAGE, Inc.
Business-Studio Address ..... Loew Bldg., 108 W. Jefferson St.
Phone Number ..... 2-0277
Transmitter Location ..... 626 Liverpool Rd., Liverpool
Air Time ..... Unlimited
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Edward Petry
Membership ..... NAB
President ..... Frank G. Revoir
General-Station Manager .... William T. Lane
Commercial Manager ..... Aaron Beckwith
Program Director ..... Gordon Alderman
Musical Director ..... Carl Silfer
Chief Engineer ..... Donald F. Langham


GOES TO

5 Kw

Daytime

Increases Area Coverage 60.8%

In January, 1949, WAGE increased its daytime power to 5 Kw (1 Kw nighttime power unchanged) retaining its choice frequency at 620 Kc.

Total population falling within WAGE daytime 0.5 Mv contour increased from 664,359 to 1,012,720, a population gain of 52.5%. Land area covered by WAGE interference-free signal increased from 7,400 sq. mi. to 11,900 sq. mi., a 60.8% gain of 4,500 sq. mi.

BASIC ABC • Represented by Edward Petry Co.

# WFBL

## SYRACUSE—1922—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By.....Onondaga Radio Bcstg. Corp.
Bus.-Studio Address.....433 S. Warren St.
Phone Number .....2-1147
Transmitter Location .....Collamer
Air Time .....Unlimited
News Service .....UP
Representative.....Free & Peters
Membership .....NAB
President.....Oscar F. Soule
General Manager.....Samuel Woodworth
V.P., Merch. & Promotion.....Robert G. Soule
V.P., Commercial Mgr.....Charles Phillips
Sales Manager.....L. F. Wylie
Program-Musical Dir., Production Manager .....Raymond Gantter
Publicity Director.....Hendrick Soule
Chief Engineer.....James Kelly
Farm Editor.....Al Warren

# WNDR

## SYRACUSE—1947—MBS

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By....Syracuse Bcstg. Corp.
Business-Studio Address....306 S. Salina St.
Phone Number .....2-6101
Transmitter Location.....Dewitt & Pompey
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service..Associated, Lang-Worth
Representative .....Donald Cooke
Membership .....NAB, BMB
President.....T. Frank Dolan
General Manager.....Martin Karig
Commercial Manager.....Arthur Cooper
Program Director.....Harry Fisher
Merchandising Mgr.....Frank Bahouth, Jr.
Chief Announcer, Farm Editor.....Bill Martin
Musical Director.....Don Hayes
Chief Engineer.....Robert Dye

# WOLF

## SYRACUSE—1940

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Civic Bcstg. Corp.
Business-Studio Address.....Onondaga Hotel
Phone Number .....2-7211
Transmitter Location.....Kirkpatrick & Van Rensealear Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Walker
President, General Mgr...T. Sherman Marshall
Sta. Mgr., Prog. Dir.....Hamilton M. Woodle
Commercial Manager.....Dan Dwyer
Pub. Dir., Chief Announcer.....Charles Shaw
Musical Director.....Norman Meservey
Chief Engineer.....Don Mui-

# WSYR

## SYRACUSE—1922—NBC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Central N. Y. Bcstg.
Phone Number .....3-7111
Transmitter Location.....Valley Dr.
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Transcription Service..Associated, Lang-Worth
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....Harry C. Wilder
Vice President.....E. R. Vadeboncoeur
Commercial Manager.....W. R. Alford, Jr.
Sales Prom. Mgr., Pub. Dir.....John F. Hurlbut
Program Director.....Bill Rothrum
Chief Announcer.....Elliott Gove
Musical Director.....Murray Bernthal
Chief Engineer.....G. Armand Belle Isle
Farm Editor.....R. F. Doubleday

# WHAZ

## TROY—1922

Frequency: 1330 Kc.....Power: 1000 Watts
Owned-Oper. By..Rensselaer Polytechnic Inst.

WNDR
CENTRAL NEW YORK'S
Friendly
STATION
WNDR
SYRACUSE, N. Y.
AM, 5,000 Watts, 1260 Kc. FM, 8500 Watts, 102.5 Mc.
Basic Mutual Network
AFFILIATED IN MANAGEMENT WITH
WWSC, GLENS FALLS, and WVOS, LIBERTY, N.Y.

Address ..... Troy
Phone Number ..... 6810
Air Time ..... Limited
Promotion Manager ..... W. J. Williams

# WTRY

## TROY—1940—CBS

Frequency: 980 Kc. ..... Power: 5000 Watts
Owned-Oper. By ..... Troy Bcstg. Co., Inc.
Business-Studio Address ..... 92 Fourth St.
Phone Number ..... Troy 2100, Albany 4-2500
Transmitter Location ..... Niskayuna
Air Time ..... Unlimited
News Service ..... UP
Transcription Service .. Lang-Worth, Associated
Representtaive ..... Headley-Reed
Membership ..... NAB, BMB
President ..... H. C. Wilder
General Manager ..... W. A. Riple
Station Manager ..... W. W. Carter, Jr.
Commercial Manager ..... J. W. Sutphen, Jr.
Sales Prom. Mgr., Pub. Dir. .. James F. Baker, Jr.
Program-Musical Dir. ..... H. H. Sharpe, III
Production Director ..... Randolph English
Chief Engineer ..... A. H. Chismark

# WGAT

## UTICA—1946

Frequency: 1310 Kc. ..... Power: 1000 Watts d.; 500 Watts n.
Owned By ..... Central Bcstg. Co.
Operated By ..... J. Eric Williams
Business-Studio Address .... The Kempf Bldg., 250 Genesee St.
Phone Number ..... 2-9231
Transmitter Location ..... Kellogg Rd., New Hartford
Air Time ..... Unlimited
News Service ..... AP
Representative ..... Robert Meeker
General Manager ..... J. Eric Williams
Comm.-Sales Prom. Mgr. ..... Roland L. Fowler
Chief Announcer ..... Bill Cerri
Chief Engineer ..... Robert N. Blair

# WIBX

## UTICA—1925—CBS

Frequency: 950 Kc. ..... Power: 5000 Watts
Owned-Operated By ..... WIBX, Inc.
Bus.-Studio Address ..... First Natl. Bank. Bldg.
Phone Number ..... 2-2101
Transmitter Location ..... Clark Mills
Air Time ..... Unlimited
News Service ..... INS, UP
Transcription Service ..... World
Representative ..... Helen Wood & Colton, Bertha Bannan, Walter Biddick
Membership ..... NAB, BMB, FMA
President, Gen. Mgr. ..... Margaret P. Bowen
V.P., Secretary ..... Gladys P. Moore
Sta. Mgr., Prog. Dir. ..... Elliott A. Stewart
Comm.-Sales Prom. Mgr., Pub. Dir., Farm Editor ..... Nathan W. Cook
Production Dir. ..... Betty Cushing Griffin
Chief Announcer ..... Robert Mahaney
Musical Director ..... William Walters
Chief Engineer ..... John T. Dowdell

# WRUN

## UTICA—1947—ABC

Frequency: 1150 Kc. ..... Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By ..... The Rome Sentinel Co.
Business Address ..... 258 Genesee St.
Phone Number ..... 2-5111
Studio Addresses ..... 258 Genesee St., Utica, 127 W. Liberty St., Rome
Transmitter Location ..... Oriskany
Air Time ..... 6:30 a.m.-12:05 a.m.
News Service ..... AP
Transcription Service ... Thesaurus, Associated
Representative ..... Avery-Knodel
Membership ..... NAB, BMB
President ..... Bradley C. Barnard
General Manager ..... Fritz S. Updike
Station Manager ..... Thomas E. Martin
Comm.-Sales Prom. Mgr. ..... Richard A. Clark
Program Director ..... Stewart T. Spencer
Public Relations Director ..... Searle Rudd
Transmitter Supervisor ..... George S. Woods
Musical Director ..... Ann Houser
Studio Supervisor ..... C. F. Henry
Farm Editor ..... Robert Kilgore

# WATN

## WATERTOWN—1941—MBS

Frequency: 1240 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Watertown Bcstg. Corp.
Bus.-Studio-Transmitter Location .... 118 Washington St.
Phone Number ..... 2424
Air Time ..... 7 a.m.-12:15 a.m.
News Service ..... AP
Transcription Service ..... Standard
Representative ..... Helen Wood & Colton
Membership ..... NAB
Pres., Gen.-Sta.-Comm.-Sales Prom. Manager ..... G. Harry Righter
Program Director ..... Hugh L. Cosline, Jr.
Chief Engineer ..... Donald Schryver
Farm Editor ..... G. Harry Righter

# WWNY

## WATERTOWN—1941—CBS

Frequency: 790 Kc. ..... Power: 1000 Watts
Owned By ..... Brockway Co.
Operated By ..... The Watertown Daily Times
Business-Studio Address ..... Hotel Woodruff
Phone Number ..... 4120
Transmitter Location ..... Ives St. Rd.

Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Associated
Representative .....Weed
Membership .....NAB, BMB
President.....Harold B. Johnson
General-Comm. Mgr.....Louis Saiff, Jr.
Sta. Mgr., Farm Editor.....Earl R. Kelly
Asst. Mgr., Prog. Dir.....James W. Higgins
Production Director.....David G. Graves
Publicity Director.....Jack Cleveland
Chief Engineer.....Maynard B. Davis

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# WFAS

## WHITE PLAINS—1932

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Westchester Bcstg. Corp.
Bus.-Studio Address..Reporter Dispatch Bldg., 8 Church St.
Phone Number.....White Plains 9-6400
Transmitter Location....Secor Rd., Greenburgh
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Associated
Representative .....Headley-Reed
Membership .....NAB
President.....Valentine E. Macy, Jr.
Gen.-Sta. Mgr., Chief Engineer..Frank A. Seitz
Comm.-Sales Prom. Mgr.....John E. Arens
Prog.-Musical Dir.....Randall Kaler
Chief Announcer.....Robert F. Peters

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# WWRL

## WOODSIDE—1926

Frequency: 1600 Kc.....Power: 250 Watts (C.P. 5000 Watts)
Owned-Oper. By.....Long Island Bcstg. Corp.
Bus.-Studio-Transmitter Address..41-30 58th St.
Phone Number.....Newtown 9-3300
Air Time.....8 a.m.-M.
News Service .....AP
Transcription Service.....Capitol, Associated
Pres., Treas., Gen. Mgr., Chief Engineer.....W. H. Reuman
Station-Comm. Mgr.....Edith Dick
Sales Prom. Mgr.....Selvin Donneson
Prog.-Prod.-Musical Dir.....Fred Barr
Publicity Director.....Walter Kaner
Chief Announcer.....Johnny Harper

For Readability . . .

Reliability . . .

AP

The world's largest news service available through membership

WWRL
NEW YORK
• • •
Delivering its selling signal to 9,005,442 potential buyers in the rich, greater New York area.
with
Intensive, blanket coverage of Queens County, pop. 1,422,996.
•
Covering America's Greatest Buying Market at the Lowest Cost.
• • •
1600
"The HIGH Spot on the Dial"
COMING—5,000 WATTS

*Though modest in size*

# We're BIG

*IN SERVICE*

HOOPER STATION LISTENING INDEX

CITY ZONE

| Summer 1948 | Greensboro, N. C. WBIG |
|---|---|
| Monday thru Friday 8:00 AM—12 N | 38.1 |
| Monday thru Friday 12:00 N—6:00 PM | 40.6 |
| Sunday thru Saturday 6:30 PM—10:00 PM | 55.6 |

## WBIG

greensboro, n. c.

5000 w. day & nite

columbia affiliate

represented by hollingbery

# NORTH CAROLINA

*Estimated Population 3,715,000—Increase + 4.0%—Radio Homes 749,300*
*Total Families 860,200—Stations in State 85*

## WRCS

### AHOSKIE—1948

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Roanoke-Chowan Bcstg. Co., Inc.
Business Address.....P. O. Box 89
Phone Number .....333
Studio-Transmitter Location..Ahoskie-Aulander Hway. (N. C. 350)
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Associated
Membership .....NAB
President.....Charles H. Jenkins
Gen.-Sta.-Comm.-Sales Prom. Manager.....P. G. Sewell
Prog. Dir. Farm Editor.....William R. Harris
Publicity Director.....Mayvis Ellis
Chief Announcer.....Burt Derman
Musical Director.....Johnny Palmer
Chief Engineer.....John M. Sherwood

## WABZ

### ALBEMARLE—1947—KBS

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WABZ, Inc.
Business-Studio Address.....Hotel Albemarle
Phone Number .....1010
News Service .....AP
Transcription Service..Capitol, KBS, Thesaurus
General Manager.....Ira E. Leigh
Comm.-Prog. Dir.....Bob Raiford
Chief Engineer.....James Wise

## WGWR

### ASHEBORO—1947

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Asheboro Bcstg. Co., Inc.
Business-Studio Address..303 E. Salisbury St.
Phone Number.....798, 800
Transmitter Location.....Okie Mt.
Air Time.....5 a.m.-sunset
News Service .....UP
Transcription Service .....Associated
Membership .....BMB
President .....Roy Cox
Gen.-Sta.-Comm.-Sales Prom. Manager.....J. R. Marlowe
Prog.-Pub. Dir., Chief Announcer, Farm Editor.....A. B. Brown
Production Director.....Roy Morris
Musical Dir.....Nelson J. Harrill
Chief Engineer.....Clyde C. Penny

## WISE

### ASHEVILLE—1939—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WISE
Bus.-Studio-Transmitter Address....100 College St.
Phone Number .....3-5381
Air Time .....Unlimited
News Service .....AP
Representative .....Avery-Knodel
Membership .....NAB, BMB
President, Gen. Mgr.....Harold H. Thoms
Station-Comm. Mgr.....Loyd B. Leonard
Sales Prom. Manager.....Floyd Bowers
Program Director.....Harold Moon
Chief Announcer.....Jimmy Patterson
Chief Engineer.....Matthew C. Munn

## WLOS

### ASHEVILLE—1946—MBS

Frequency: 1380 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Skyway Bcstg. Corp.
Business-Studio Address....Battery Park Hotel
Phone Number .....2-2431
Transmitter Location .....Emma
Air Time .....Unlimited
News Service .....INS, UP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB
President.....Charles M. Britt
V.P., General Manager.....Charles B. Britt
Station Manager.....Kenneth Beachboard
Program Director.....Grady Edney
Chief Engineer.....Bill Chambers

## WSKY

### ASHEVILLE—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Asheville, Inc.
Business-Studio Address.....12 Church St.
Phone Number .....3-4451
Transmitter Location.....Campbell Woods
Air Time.....18 Hrs.
News Service .....AP
Transcription Service....Lang-Worth, Capitol
President.....Carl R. Bamford
Gen.-Sta. Mgr., Prog. Dir.....Zeb Lee
Commercial Manager.....F. Baxter Barkley
Sales Prom. Mgr., Pub. Dir.....James Young
Chief Engineer.....Charles W. Summer
Farm Editor.....Bill Dorsey

# WWNC

## ASHEVILLE—1927—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned Oper. By..Asheville Citizen-Times Co.
Business-Studio Address.....14 O'Henry Ave.
Phone Number .....5611
Transmitter Location .....Emma
Air Time.....5:30 a.m.-12:04 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....Charles A. Webb
Vice-President.....Don S. Elias
General Manager.....D. Hiden Ramsey
Station Manager.....Cecil B. Hoskins
Commercial Manager.....James A. Hagan
Program Director.....William F. Melia
Chief Announcer.....Read Wilson
Chief Engineer.....William H. Hamrick
Farm Editor.....Harry Varner

# WBBB

## BURLINGTON—1941
## MBS-KBS-CAROLINA SPORTS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By..Alliance Bcstg. Co., Inc.
Business-Studio Address.....310 S. Main St.
Phone Number .....6-6376
Transmitter Location.....W. Front St. Ext.
Air Time .....Daytime
News Service .....AP
Transcription Service..Associated, Lang-Worth, Capitol, Keystone
Representative.....Joseph Hershey McGillvra
Membership.....NAB, BMB, FMA
Managing Dir., Sta. Mgr.....E. Z. Jones
Commercial Manager.....Frank Parton
Sales Promotion Manager.....Robert Weston
Prog.-Prod. Dir., Farm Editor.....Edgar Brooks
Publicity Director.....Doris Rickard
Chief Engineer.....Berry Tysor

# WFNS

## BURLINGTON—1947

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Burlington-Graham Bcstg. Co.
Business-Studio Address..103 W. Andrews St.
Phone Number .....6-5536-7
Transmitter Location.....Birch Bridge Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Membership .....NAB
General Manager.....Everett C. Qualls, Sr.
Commercial Manager.....Phillip Eakin
Program Director.....Ed Menke
Chief Engineer.....Thomas Mackintosh

# WAYS

## CHARLOTTE—1942—ABC-MBS

Frequency: 610 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Inter-City Advertising Co.
Business-Studio Address.....120 E. Third St.
Phone Number .....3-7173
Transmitter Location.....Oakdale Section
Air Time .....Unlimited
News Service .....INS
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....George W. Dowdy
General-Station Mgr.....Walter H. Goan
Commercial Manager.....Jack Gainey
Program Director.....Harry Barfield
Musical Director.....Alonzo G. Squires
Chief Engineer.....A. L. Chaney, Jr.

# WBT

## CHARLOTTE—1921—CBS

Frequency: 1110 Kc.....Power: 50,000 Watts
Owned-Oper. By..Jefferson Standard Bcstg. Co.
Business-Studio Address.....Wilder Bldg.
Phone Number .....3-8833
Transmitter Location....9 Mi. S. of Charlotte, Nation's Ford Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Associated
Representative .....Radio Sales
Membership.....NAB, BMB, FMA
Chmn. of the Bd.....Ralph C. Price
President.....J. M. Bryan
V.P., Gen. Mgr.....Charles H. Crutchfield
Business Manager.....C. K. Spicer
Sales Manager.....Keith Byerly
Promotion Manager.....J. R. Covington
Program Director.....Larry Walker
Chief Engineer.....M. J. Minor
Farm Editor.....Grady Cole

# WGIV

## CHARLOTTE—1947

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Publix Bcstg. Serv. of Charlotte, Inc. (WGIV)
Business Address.....P. O. Box 58
Phone Number.....4-3237, 5-2225, 6669
Studio-Transmitter Location..2520 Toomey Ave.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Capitol, World
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Francis M. Fitzgerald
Sec., Treas., Comm.-Sales Prom. Manager.....J. Law Epps
Prog. Dir., Chief Announcer..Fred W. Vinroot
V.P., Chief Engineer.....Thomas C. Brandon

# WSOC

## CHARLOTTE—1933—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WSOC, Inc.
Bus.-Studio-Transmitter Address..1925 N. Tryon St.
Phone Number .....7138
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, Standard
Representative .....Headley-Reed
Membership .....NAB, BMB
Pres., Gen. Sta. Mgr.....E. J. Gluck
Commercial Mgr.....Bomar A. Lowrance
Sales Prom. Mgr., Pub. Dir.....Clyde Clem
Prog.-Prod. Dir.....Paul Marion
Chief Engineer.....L. L. Caudle, Jr.

# WRRZ

## CLINTON—1947—ABC

Frequency: 880 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Radio Station WRRZ, Inc.
Bus.-Studio Address.....Butler Bldg., Main St.
Phone Number .....2354
Transmitter Location....1.6 Mi. S. of Clinton, on Hway. 701
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB, BMB
President.....W. R. Roberson, Sr.
Exec. V.P.....W. R. Roberson, Jr.
Station-Comm. Mgr.....George S. Walston
Program Director.....Richard Welsh
Publicity Director.....Christine T. Moore
Chief Announcer.....Joseph Tew
Chief Engineer.....Herman P. Jolitz

# WEGO

## CONCORD—1941—KBS

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayne M. Nelson
Business-Studio Address .....Concord
Phone Number .....2271
Transmitter Location .....Concord
Air Time.....Local sunrise-local sunset
News Service.....AP, UP
Transcription Service..Standard, SESAC, Cole, KBS
Representative.....Thomas F. Clark
Membership .....BMB
General-Station Mgr.....Wayne M. Nelson
Commercial Mgr.....James P. Poston
Program Director.....Leona Showmar
Chief Engineer.....Edwin M. Stanton

# WCKB

## DUNN—1946—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....North Carolina Central Bcstrs., Inc.
Business Address.....Box 431
Phone Number .....3133-4
Studio-Transmitter Address.....Hway. 421
Air Time .....Daytime
News Service .....AP
Transcription Service....Lang-Worth, SESAC, Keystone
Membership .....NAB, BMB
President.....Earl McD. Westbrook
General-Station Mgr.....A. Lincoln Faulk
Comm.-Sales Prom. Mgr.....William A. Creech
Prog.-Prod. Director.....Richard Terfler
Chief Engineer.....William Burwell
Farm Editor.....Jim Mahoney

# WDNC

## DURHAM—1934—CBS

Frequency: 620 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....The Durham Radio Corp.
Bus.-Studio Address..138½ E. Chapel Hill St.
Phone Number .....R-155
Transmitter Location.....Hillsboro Rd.
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....C. C. Council
Gen.-Sales Prom. Mgr.....J. Frank Jarman
Office Manager.....Sue Taylor
Commercial Manager....C. James Woodhouse
Program Director.....E. R. Higgins, Jr.
Chief Engineer.....K. A. Taylor
Farm Editor.....Mark Davis

# WDUK

## DURHAM—1946—ABC

Frequency: 1310 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....WDUK, Inc.
Business Address.....Box 1891
Phone Number .....R-101
Studio Address.....205½ W. Main
Transmitter Location.....Leon & Glendale
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....S. H. Campbell, Jr.
General-Station Mgr.....Harmon L. Duncan
Commercial Manager.....Tom Morkis
Sales Prom. Mgr.....Bob Misenheimer
Program Director.....Bob Andrew
Chief Announcer.....Charlie Shepherd
Chief Engineer.....Roy E. Fullen

# WHHT

## DURHAM—1946—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Harold H. Thoms
Business-Studio Address.....310 Main St.
Phone Number .....L-975
Transmitter Location.....Guess Rd.
Air Time.....6 a.m.-M.
News Service .....INS
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....BMB
President, Owner.....Harold H. Thoms
Gen.-Sta.-Sales Prom. Mgr.....W. R. Kirby
Commercial Manager.....Edward McLocklan
Prog.-Musical Dir.....J. Patterson
Prod. Mgr., Pub. Dir.....H. A. Edwards
Chief Engineer.....Carl Pickette
Farm Editor.....Phillip Spaletta

# WSSB

## DURHAM—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Public Information Corp.
Business-Studio Address....211 Rigsbee Ave.
Phone Number .....6919
Transmitter Location....Cole Rd., Forest Hills
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Capitol
Representative .....Forjoe
Membership .....NAB
President .....Tom Sawyer
General Manager.....Guy Griffen
Chief Engineer.....Edward Norman

# WTIK

## DURHAM—1946—TOBACCO

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By...Durham Bcstg. Co., Inc.
Business-Studio Address....211½ E. Main St.
Phone Number .....N-187
Transmitter Location.....Ellis Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, Thesaurus
Representative.....Donald Cooke, Walker
Membership .....NAB, BMB
President.....W. Kenan Rand
General-Station Mgr.....Floyd Fletcher
Commercial Manager.....Tom Mitchel
Program-Production Dir.....Ken Corbitt
Chief Announcer.....Don Yeager
Chief Engineer.....Arlis A. White

# WCNC

## ELIZABETH CITY—1939
## MBS-KBS-TARHEEL

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Albemarle Bcstg. Co., Inc.
Business-Studio Address..104 E. Colonial Ave.
Phone Number.....1400, 1472
Transmitter Location..Parsonage St., Extended
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service....Lang-Worth, Keystone
Representative .....Burn-Smith
Membership .....NAB, BMB
President.....Dr. Joseph Gill
General-Station Manager.....Bob Bingham
Commercial Manager.....Ed Trent
Program Director.....Jack Walters
Prod. Dir., Chief Announcer..Norman Ragsdale
Publicity Director.....Eleanor Bingham
Musical Director.....John W. Pascoe
Chief Engineer.....Joe Kyle
Farm Editor.....George Haskett

# WGAI

## ELIZABETH CITY—1947

Frequency: 560 Kc.....Power: 500 Watts d.
Owned-Operated By.....Daily Advance
Business Address.....Kramer Bldg.
Phone Number .....757
News Service .....AP
Transcription Service .....World
Gen.-Comm. Mgr.....W. P. Heffernan
Promotion Mgr.....Bob Thomas
Program Director.....Frank Brown
Chief Engineer.....Frederick Wagner

# WFLB

## FAYETTEVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayetteville Bcstrs., Inc.
Business Address.....P. O. Box 1258
Phone Number .....7136
Studio-Transmitter Location.....Bragg Blvd.
Air Time.....6 a.m.-M.
News Service .....INS
Transcription Service .....Thesaurus
Representative.....Cox & Tanz
Membership .....NAB, BMB
President.....Harry B. Stein
General Station Manager.....L. W. Allen
Chief Engineer.....W. D. Bailey

# WFNC

## FAYETTEVILLE—1940
## MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cape Fear Bcstg. Co.
Business-Studio Address....114 Anderson St.
Phone Number .....4848
Transmitter Location.....Murchison Rd.
Air Time.....18 Hrs.
News Service .....UP
Transcription Service .....World
Representative .....Walker

Membership.....NAB, BMB, FMA
General Manager.....Victor W. Dawson
Commercial Manager.....Luther A. Gambill
Program Director.....Nat R. Martin
Sec.-Treas.....Ann Dawson Highsmith
Chief Engineer.....William H. Alford
Farm Editor.....N. R. Martin

# WWNF

## FAYETTEVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Wayne M. Nelson, Inc.
Operated By.....Carl Jack Aley
Business-Studio Address..WWNF, Fayetteville
Phone Number .....7101-2
Transmitter Location.....Raleigh Rd.
News Service .....UP
Transcription Service..Lang-Worth, Standard, SESAC, MacGregor
Representative .....Friedenberg
Membership .....NAB
President.....Wayne M. Nelson
General-Station Mgr.....Carl Jack Aley
Commercial Manager.....William Lowder
Program Director.....Carl Caudill, Jr.
Chief Announcer.....Ray Woodard
Musical Director.....Charles Friar
Chief Engineer.....Alfred Jordon

# WBBO

## FOREST CITY—1947—KBS

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Rutherford County Radio Co., Inc.
Bus.-Studio-Transmitter Address....Forest City
Phone Number .....3205
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service....Lang-Worth, Capitol, Keystone
Membership.....NAB, BMB, FMA
Pres., Gen.-Sta. Mgr.....Ed M. Anderson
Commercial Manager.....L. O. Hutchins
Sales Prom. Mgr., Prog. Dir.....Jane Smith
Prod. Dir., Chief Announcer, Farm Editor.....Charles Melton
Publicity Director.....Ed Anderson
Musical Director.....Donald McLain
Chief Engineer.....Merton Iwerks

# WGNC

## GASTONIA—1939—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....F. C. Todd
Bus.-Studio Address..Natl. Bank of Commerce Bldg.
Phone Number .....732
Transmitter Location.....Dallas Rd.
Air Time.....6 a.m.-11:15 p.m.
News Service .....UP
Transcription Service....Lang-Worth, Keystone
Representative.....Continental Radio Sales
Membership .....BMB
President.....F. C. Todd
General-Station Mgr.....Pat McSwain
Comm.-Sales Prom. Mgr.....F. C. Abernethy
Program Director.....Fred Gray
Chief Engineer.....W. C. Groves, Jr.

# WLTC

## GASTONIA—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Gastonia Bcstg. Serv., Inc.
Bus.-Studio-Transmitter Address....P. O. Box 1142, Vista Drive
Phone Number .....5-1079
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Capitol
Representative.....Thomas F. Clark
Membership .....NAB
Pres., Chief Engineer.....James B. Petty
General Manager.....William E. Abernathy
Commercial Manager.....Boyce C. Morrow
Program-Publicity Director, Chief Announcer.....Harry Carroll
Musical Director.....A. G. Phillips
Farm Editor.....Don C. Voigt

# WGBR

## GOLDSBORO—1939—TOBACCO

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Eastern Carolina Bcstg. Co.
Business-Studio Address.....Borden Bldg.
Phone Number .....1550-1
Transmitter Location..1 Mi. W. of Goldsboro, on Raleigh Hway.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service.....World, Thesaurus
Representative .....Walker
Membership .....NAB, FMA
President.....A. T. Hawkins
Gen.-Sta.-Comm.-Sales Prom. Manager .....Coleman Scott
Prog.-Prod. Director.....Vassie G. Balkcum
Chief Engineer.....Daniel B. Trueblood

# WBIG

## GREENSBORO—1926—CBS

Frequency: 1470 Kc.....Power: 5000 Watts
Owned-Oper. By....North Carolina Bcstg. Co.
Business Address.....P. O. Box 1807
Phone Number .....6125
Studio Address.....O. Henry Hotel Bldg.
Transmitter Location.....Battleground Blvd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, World

Representative.....George P. Hollingbery
Membership .....NAB, BMB
Commercial Manager....Gilbert M. Hutchison
Sales Prom. Mgr.....William P. Mitchell
Program-Production Dir.....Al Rice
Publicity Director.....Aileen Gilmore
Chief Announcer.....Mike Brooks
Musical Director.....Margaret Banks
Chief Engineer.....Earl F. Allison
Farm Editor.....Bob Jones

*(See Page 542)*

# WCOG

## GREENSBORO—1948—ABC

Frequency: 1320 Kc.....Power: 1000 Watts
Owned-Oper. By.....Inter-City Adv. Co., Inc.
Business-Studio Address.....314 S. Greene St.
Phone Number .....3-6925-6
Transmitter Location.....Muirs Chapel Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Aveyr-Knodel
President.....George W. Dowdy
General Manager.....Walter H. Goan
Station Manager.....Gordon Anderson
Commercial Mgr.....Virgil E. Evans, Jr.
Sales Prom. Mgr., Pub. Dir.....Jeta Pace
Program Director.....Wally Williams
Production Dir.....John C. Munro
Musical Dir., Farm Editor.....Vic Smith
Chief Engineer.....A. L. Chaney, Jr.

# WGBG

## GREENSBORO—1942

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By..Greensboro Bcstg. Co., Inc.
Business Address.....P. O. Box 2280
Phone Number .....3-3631
Studio-Transmitter Location.....Ashe St. Ext.
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service.....Capitol, Associated
Representative .....Burn-Smith
Pres., Gen.-Sta. Mgr.....Ralph M. Lambeth
Commercial Manager.....Earl O. Sullivan
Program Director.....H. Marie Craven
Chief Engineer.....James M. Stewart

# WGTC

## GREENVILLE—1940—TOBACCO

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Greenville Bcstg. Co.
Business Address .....Greenville
Phone Number .....3182-3
Studio-Transmitter Location .....Falkland Highroad
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Walker
Membership .....NAB
President, Gen. Mgr.....J. J. White
Station Manager.....Billy S. Hodges, Jr.
Comm.-Sales Prom. Mgr.....David W. Mosier
Prog.-Prod.-Pub. Director, Chief Announcer.....Charles H. Whedbee
Musical Director.....Hank Tribley
Chief Engineer.....James Mayo
Farm Editor.....Wyatt Highsmith

# WHNC

## HENDERSON—1945—MBS-KBS

Frequency: 890 Kc.....Power: 1000 Watts
Owned-Oper. By.....Henderson Radio Corp.
Bus.-Studio Address.....219 S. Williams St.
Phone Number.....736, 1446
Transmitter Location....2 Mi. N. of Henderson on U. S. Hway. No. 1
Air Time .....Daytime
News Service .....AP
Transcription Service.....Thesaurus, Cole, Lang-Worth, Keystone
Representative .....Homer Griffith
Membership .....NAB, FMA
President.....S. S. Stevenson
Gen.-Comm.-Sales Prom. Mgr., Publicity Director.....Nathan Frank
Sta. Mgr., Chief Announcer..Charlie Tutewiler
Program Director.....Virginia Parham
Production Director.....Harry Trotman
Chief Engineer.....Lewis Hiland
Farm Editor.....Bloys Britt

# WHKP

## HENDERSONVILLE—1945—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Hendersonville, Inc.
Business Address.....P. O. Box 757
Phone Number.....700, 1400
Studio Address.....Bowen Hotel
Transmitter Location.....U. S. Hway 64, E.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Keystone
Representative.....Continental Radio Sales
Membership .....NAB
President, General Manager.....Bob Amos
Commercial Manager.....W. R. Hill
Program Director.....Kermit Edney
Publicity Director.....James Odum
Chief Announcer.....Kermit Edney
Chief Engineer.....Glenn Heckart

# WHKY

## HICKORY—1939—ABC-KBS

Frequency: 1290 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By..The Catawba Valley Bcstg., Co., Inc.
Address.....13th St. Radio Bldg.

Phone Number .....2294-5
Transmitter Location...2½ Mi. S.E. of Hickory
Air Time .....Unlimited
News Service .....AP
Transcription Service..World, Associated, KBS
Membership .....NAB, BMB
President.....Carl V. Cline
Gen.-Sta. Mgr., Chief Engr....Edmund S. Long

# WIRC

## HICKORY—1948

Frequency: 630 Kc.....Power: 1000 Watts d.
Owned-Operated By..Foothills Bcstg. Co., Inc.
Business-Studio Address.....1423—11th Ave.
Phone Number .....2124
Transmitter Location.....1 Mi. SE of city
Air Time .....Daytime
News Service .....AP
Transcription Service....Lang-Worth, Standard
General-Comm. Mgr.....Edmund H. Smith, Jr.
Prog. Dir., Asst. Mgr.....Harry E. Snook
Traffic Supervisor.....John Meacham
Chief Engineer.....Elmer H. Troutman, Jr.

# WHPE

## HIGH POINT—1947

Frequency: 1070 Kc.....Power: 1000 Watts
Owned-Oper. By...High Piont Enterprise, Inc.
Business-Studio Address..305-307 N. Main St.
Phone Number .....3466-7
Transmitter Location.....Old Thomasville Rd.
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service....Associated, Standard
Membership .....NAB, FMA
President.....R. B. Terry
Sec.-Treas.....D. A. Rawley
Station-Comm. Manager.....Pat Taylor
Program Director.....Nick Lawrence
Chief Engineer.....Yancy Cecil

# WMFR

## HIGH-POINT—1935—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WMFR, Inc.
Bus.-Studio-Transmitter Address..164 S. Main St.
Phone Number .....4593
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service....Lang-Worth, Capitol, Keystone
Representative .....Burn-Smith
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....Frank S. Lambeth
Commercial Manager.....Frank Smith
Program Director.....Gary Davis
Publicity Director.....Gerald D. Sullivan
Musical Director.....Wayne Morgan
Chief Engineer.....Robert Moore

# WJNC

## JACKSONVILLE—1945
## MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Jacksonville Bcstg. Co., Inc.
Business Address.....Box "E" or Route 24
Phone Number .....707-8
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NAB
President.....Louis N. Howard
V P., Gen. Mgr.....Lester L. Gould
Commercial Manager.....Rodric Jones
Prod.-Pub. Dir.....Gorton T. H. Wilbur
Chief Engineer.....Elmo Cronk

# WGTL

## KANNAPOLIS—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned By.....Radio Station WGTL
Operated By.....Fred H. Whitley
Business Address .....Kannapolis
Phone Number..Kannapolis 870, Concord 2154
Studio-Transmitter Location.....Cannon Blvd.
Air Time .....Sunrise-sunset
News Service .....UP

*Market - Coverage - Economy*

**WGTL**

*"The Friendly Station"*

Power-full — Independent

1000 Watts 870 on Your Dial

**KANNAPOLIS, N. C.**

*"A Clear Channel Station"*

SERVING THE GREAT
PIEDMONT SECTION
of NORTH and
SOUTH CAROLINA

Transcription Service....Lang-Worth, Capitol, World
Representative .....Forjoe
Membership .....NAB, BMB
President.....Fred H. Whitley
General Manager.....H. A. Seville
Program Director.....Frank H. Bowers
Chief Engineer.....Foy Hinson

# WFTC

## KINSTON—1937—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Jonas Weiland
Business-Studio Address.....204 E. King St.

# WKNS

## KINSTON—1947

Frequency: 1000 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Kinston Bcstg. Co.
Business-Studio Address.....Radio Bldg.
Phone Number .....4509, 4700
Transmitter Location.....Richlands Hway.
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Thesaurus
Representative.....Joseph Hershey McGillvra
President.....A. K. Barrus
Gen.-Station Mgr.....James W. Campbell
Commercial Manager.....Carl J. McKinney
Program Director.....Leonard Loftin
Chief Announcer.....Harold B. Dale
Chief Engineer.....David Hardison

# WEWO

## LAURINBURG—1947

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Scotland Bcstg. Co.
Bus.-Studio Address.....Chetwynd Hotel Bldg.
Phone Number .....770
Transmitter Location .....Laurinburg-Maxton Hway.
Air Time .....Daytime
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
President .....Edwin Pate
General Mgr.....J. R. Dalrymple, Jr.
Commercial Manager.....Frank C. Cannon
Program Director.....Gerald H. Sanders
Musical Director.....Paul Wynne
Chief Engineer.....Truman N. Brock
Farm Editor.....J. R. Dalrymple, Jr.

# WLOE

## LEAKSVILLE—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Douglas L. Craddock
Bus.-Studio-Transmitter Address ....Leaksville
Phone Number .....701-2
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, Capitol, Keystone
Membership .....NAB, BMB
Owner, Gen.-Sta.-Sales Prom. Manager.....Douglas L. Craddock
Commercial Manager.....William Baskerville
Program-Production Director, Chief Announcer.....Kenneth Thomas
Publicity Director.....Buren Rose
Chief Engineer.....Eldred Winn

# WJRI

## LENOIR—1946—MBS-KBS-TOBACCO

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....John P. Rabb
Business-Studio Address.....107 West Ave.
Phone Number.....761, 899
Transmitter Location....1¼ Mi. W. Lenoir on Hway. 18
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service...Lang-Worth, Standard, Keystone
Owner, General Manager.....John P. Rabb
Station Manager.....K. B. Rabb
Comm.-Sales Prom. Mgr.....Glenn Whittier
Program Director.....E. Bloker
Production Director.....Wallace Hoy
Publicity Director.....Clyde Laughter
Chief Announcer.....A. G. Foard, Jr.
Musical Director.....George Kirstein
Chief Engineer.....Blaine Ruckert
Farm Editor.....Max Culp

# WBUY

## LEXINGTON—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Davidson County Bcstg. Co.
Business Address.....P. O. Box 359
Phone Number .....2716
Studio-Transmitter Location.....Route 1
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, World, Keystone
Representative.....Continental Radio Sales
Membership .....NAB
Partners.....Greely N. & Omar G. Hilton
Station-Comm. Manager.....C. Robert Ray
Program Director.....William Bullington
Chief Announcer.....Gales Atkins
Chief Engineer.....Fred Honeycutt

# WTSB

## LUMBERTON—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Robeson Bcstg. Corp.
Business-Studio Address.....112 W. Fifth St.
Phone Number .....1080-1
Transmitter Location.....Charlotte Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, Keystone
Representative.....Continental Radio Sales
Membership .....NAB
President.....Dr. E. L. Bowman
General Manager.....Walter James MacNeil
Commercial Manager.....E. R. Hardin, Jr.
Chief Announcer.....Bob Taylor
Chief Engineer.....W. F. Rogers

# WMAP

## MONROE—1947—KBS-NO. STATE

Frequency: 1060 Kc.....Power: 250 Watts d.
Owned-Operated By.....Union Bcstg. Corp.
Business Address.....P. O. Box 382
Phone Number .....1060
Studio-Transmitter Location.....Camp Sutton
Air Time.....6:30 a.m.-5:15 p.m.
News Service .....UP
Transcription Service....Lang-Worth, Capitol, Keystone
President.....J. Ray Shute
Station Manager.....Bill Sandefur
Comm.-Sales Prom. Mgr.....D. E. Marable
Program Director.....R. W. Furman
Chief Announcer.....Archie Laney
Musical Director.....Marie Baucom
Chief Engineer.....M. L. Covington
Farm Editor.....W. W. Johnston

# WMBL

## MOREHEAD CITY—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Carteret Bcstg. Co., Inc.
Business Address.....P. O. Box 740
Phone Number .....9740
Studio-Transmitter Location.....Morehead City
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Standard
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.,
Production Dir.....Grover C. Munden
Commercial Manager.....Charles H. Markey
Sales Prom. Mgr.....J. Q. Wallace
Prog. Dir.,Chief Engineer.....Ray Cummins
Publicity Director.....Earl Lewis
Chief Announcer, Musical Dir.....Clint Long

# WMNC

## MORGANTON—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Nathan J. Cooper
Bus.-Studio-Transmitter Address.....Box 805
Phone Number .....1100
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
President, Gen.-Station Manager,
Program Director.....Nathan J. Cooper
Commercial Manager.....Thomas N. Cooper
Chief Announcer.....Jack McKee
Chief Engineer.....Frank Ballew

# WPAQ

## MT. AIRY—1948—TAR HEEL

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ralph D. Epperson
Bus.-Studio-Transmitter Address.....Mt. Airy
Phone Number .....682
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative.....Thomas F. Clark
Membership .....NAB
Pres., Gen.-Station Manager,
Chief Engineer.....Ralph D. Epperson
Comm. Mgr., Prog. Dir.....Claude White
Sales Prom. Mgr.....H. A. Epperson
Chief Announcer.....Claude White
Musical Director.....Tom Stewart
Farm Editor.....Neil Smith

# WHIT

## NEW BERN—1942—MBS-TOBACCO

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..The Coastal Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address....Trent Blvd.
Phone Number.....4450, 4024
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB
Pres., Gen.-Sta.-Comm. Mgr.,
Program Director.....Louis N. Howard
Sales Prom. Mgr., Production Director,
Chief Announcer.....Bruce Lee
Publicity Director.....Jacquelyn Melton
Musical Director.....Sanford Marshall
Chief Engineer.....Billy Haire
Farm Editor.....Paul M. Cox

# WNNC

## NEWTON—1948—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...Newton Conover Bcstg. Co.

Business Address.....Box 606
Phone Number .....930
Studio-Transmitter Location..West A. St., Ext.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Continental Radio Sales
Membership .....NAB
General Manager.....Charles Turner
Sta. Mgr., Prog. Dir.....Earl Holder
Comm.-Sales Prom. Mgr.....Eugene Henry
Production Director.....Bill Taylor
Chief Announcer,
Farm Editor.....Harvey Laughter
Chief Engineer.....Dennis Long

# WKBC

## NORTH WILKESBORO—1947

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilkes Bcstg. Co.
Business-Studio Address.....Radio Bldg.
Phone Number.....810, 633
Transmitter Location.....RFD No. 2
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
Pres., General-Station Manager,
Publicity Director.....Doris B. Brown
Comm.-Sales Prom. Mgr.....Roland B. Potter
Prog.-Prod. Dir., Farm Editor..John T. Cashion
Chief Engineer.....Robert Harvey

# WNAO

## RALEIGH—1948—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Oper. By....The News and Observer Publishing Co.
Business-Studio Address..219 S. McDowell St.
Phone Number .....2-0321
Transmitter Location .....Asbury
Air Time.....5:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service....Standard, Thesaurus
Representative .....Avery-Knodel
Membership.....NAB, BMB, FMA
President.....Josephus Daniels, Jr.
Station Manager.....Dudley Tichenor
Program Director.....Robert C. Hitchens
Publicity Director.....Mary Ann Dixon
Musical Director.....Jill Allen
Chief Engineer.....Bascom E. Porter
Farm Editor.....Clay Williams

# WPTF

## RALEIGH—1924—NBC

Frequency: 680 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WPTF Radio Co.
Business-Studio Address.....Insurance Bldg.
Phone Number .....8311
Transmitter Location .....Cary
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Representative.....Free & Peters
Membership.....NAB, BMB, FMA
President.....J. R. Weatherspoon
General Manager.....Richard H. Mason
Sales Manager.....O. L. Carpenter
Program Manager.....Graham B. Poyner
Dir. of Adv. & Prom.....R. W. Youngsteadt
Chief Engineer.....Henry Hulick, Jr.

# WRAL

## RALEIGH—1939—MBS-TOBACCO

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By...Capitol Bcstg. Co., Inc.
Bus.-Studio Address.....130 S. Salisbury St.
Phone Number .....6411
Transmitter Location.....Bart St.
Air Time.....6:30 a.m.-11:15 p.m.
News Service .....AP
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President.....A. J. Fletcher
Gen.-Station-Comm. Mgr.....Fred Fletcher
Program Director.....Jesse Helms
Chief Engineer.....Virgil D. Duncan

# WFRC

## REIDSVILLE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Piedmont Carolina Bcstg. Co., Inc.
Bus.-Studio Address.....116 Gilmer St.
Phone Number .....1573-4
Transmitter Location.....Wentworth Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Associated, Keystone
Membership .....NAB
President.....H. T. Williams
General-Station Manager.....Steve Woodson
Comm.-Sales Prom. Mgr.....D. M. Snodderly
Prog. Dir., Chief Announcer.....Forrest Bedell
Prod.-Musical Dir.....Paul Montgomery
Pub. Dir., Farm Editor.....Tiny Turner
Chief Engineer.....L. H. Alexander

# WCBT

## ROANOKE RAPIDS—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....WCBT, Inc.
Operated By.....S. E. Crew
Bus.-Studio Address.....251 Roanoke Ave.

Phone Number .....R-8551-61
Transmitter Location.....E. Tenth St., Ext.
Air Time .....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, Keystone
Representative .....Burn-Smith
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....S. E. Crew
Comm.-Sales Prom. Mgr.....A. L. Drew
Prog.-Prod.-Pub. Dir.....Ken Johnson
Chief Announcer.....Jim Ferguson
Musical Director.....Mabel Wilson
Chief Engineer.....C. W. Meares
Farm Editor.....Jim Mulqueeny

# WAYN

## ROCKINGHAM—1946

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Wayne M. Nelson
Business-Studio Address .....Rockingham
Phone Number .....611
Owenr, General Mgr.....Wayne M. Nelson

# WCEC

## ROCKY MOUNT—1947—KBS

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Josh L. Horne
Bus.-Studio Address.....115 N. Church St.
Phone Number .....2880
Transmitter Location.....Hway. 95
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol, Keystone
Representative.....McGeehan & O'Mara
Membership .....NAB, FMA
Owner.....Josh L. Horne
Manager .....Mel Warner
Commercial Manager.....Ray Thompson
Program Director.....Ray Wilkinson
Chief Announcer.....Dick Bradshaw
Musical Director.....Lorraine Pritchard
Chief Engineer.....Harold Aycock
Farm Editor.....Bill Armstrong

# WEED

## ROCKY MOUNT—1933—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....W. A. Wynne
Business Address.....Box 752
Phone Number .....1420
Studio-Transmitter Location.....Rocky Mount
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
Gen.-Sta. Mgr., Chief Engineer..W. A. Wynne
Commercial Manager.....Jack Cummings
Program Director.....Tommy Snowden

# WSAT

## SALISBURY—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mid-Carolina Bcstg. Co.
Address .....Wilkesboro Rd.
Phone Number .....276
News Service .....UP
Transcription Service .....World
President.....Charles H. Wentz
Gen.-Comm. Manager.....John Smith
Program Director.....W. F. Fleming
Chief Engineer.....Elbert Sherman

# WSTP

## SALISBURY—1939—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Piedmont Bcstg. Corp.
Bus.-Studio Address.....State Theatre Bldg.
Phone Number .....2121
Transmitter Location.....Statesville Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative .....Burn-Smith
Membership .....NAB
Pres., Gen. Mgr.....Bryce P. Beard, Sr.
Sta. Mgr., Prog.-Prod. Dir.....Russell McIntire
Comm. Mgr.....Katherine F. Murphy
Sales Prom. Mgr., Pub. Dir.....Alex P. Beard
Chief Announcer.....Bill Brown
Musical Director.....Rebecca Duffell
Chief Engineer.....Carl B. Watson
Farm Editor.....Harry Yarsons

# WWGP

## SANFORD—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lee Bcstg. Corp.
Bus.-Studio Address....Radio Bldg., Steele St.
Phone Number .....860
Transmitter Location .....Tramway
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....World, Capitol
Pres., Gen.-Station Mgr.....Waldo W. Primm
Program Director.....Gerald E. Bowman
Chief Engineer.....Carey H. Olive

# WOHS

## SHELBY—1946—MBS

Frequency: 730 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Carolina Radio Corp.
Business Address .....Shelby
Phone Number .....340
Studio-Transmitter Location..Hway. No. 74, W. at city line
Air Time .....Daytime
News Service .....AP

Transcription Service .....Associated
Membership .....NAB
President.....Lee B. Weathers
Gen. Mgr., Chief Engineer..Robert M. Wallace

# WEEB

## SOUTHERN PINES—1947
## MBS-TAR HEEL

Frequency: 1360 Kc.....Power: 1000 Watts d.
Owned-Oper. By...The Sand Hill Community Bcstrs., Inc.
Business Address.....Drawer 1140
Phone Number .....6191
Studio-Transmitter Location.....U. S. Hway. No. 1, S.
Air Time .....Daytime
News Service .....AP
Representative .....Forjoe
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Jack S. Younts
Comm.-Sales Prom. Mgr.....Page Shamburger
Prog.-Musical Dir.....Elizabeth M. Younts
Prod. Dir., Chief Announcer...Edward Cox, Jr.
Chief Engineer.....Peter Koppels

# WSTS

## SOUTHERN PINES—1947—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Sandhills Bcstg. Corp.
Bus.-Studio Address.....115 E. Broad St.
Phone Number .....5451
Transmitter Location.....Southern Pines
Air Time .....Daytime
News Service .....UP
Transcription Service.....Standard, Keystone
Representative.....Thomas F. Clark
Membership .....NAB
President.....Frank L. Baber
Director of Operations.....J. C. Cole
Chief Announcer.....C. Willis Hogan
Chief Engineer.....Howard S. Caldwell

# WSIC

## STATESVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Statesville Bcstg. Co., Inc.
Bus.-Studio Address..Radio Rd., P. O. Box 1189
Phone Number .....1000
Transmitter Location.....Radio Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....Continental Radio Sales
Membership .....NAB
President.....Dr. James W. Davis
General-Station Manager.....Harry Gatton
Comm.-Sales Prom. Mgr.....J. Frank Haithcox
Prog.-Prod. Dir., Chief Announcer, Musical Director.....Albert Watson
Publicity Director.....Frances Earle
Chief Engineer.....T. K. Abernethy
Farm Editor.....Paul Dearman

# WCPS

## TARBORO—1946

Frequency: 760 Kc..... Power: 1000 Watts d.
Owned-Oper. By....Coastal Plains Bcstg. Co., Inc.
Bus.-Studio Address....Edgecombe Bank Bldg.
Phone Number.....643, 946
Transmitter Location....Hway. 64. Bet. Rocky Mount & Tarboro
Air Time .....Daytime
News Service .....AP
Transcription Service....Lang-Worth, Capitol
Membership.....NAB, BMB, FMA
Gen. Mgr., Pub. Dir.....John C. Hanner
Comm.-Sales Prom. Mgr.....J. Porter McNair
Prog.-Prod. Dir., Farm Editor..Welcome Stanton
Chief Announcer.....Eck Wall
Musical Director.....Edna Vann Lewis
Chief Engineer.....Charles D. Chandler

# WTNC

## THOMASVILLE—1947

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned By.....The Thomasville Bcstg. Co.
Business Address .....Thomasville
Phone Number .....902
Air Time .....Daytime
News Service .....AP
Transcription Service .....World
Membership .....NAB
President.....George W. Lyles
Station Manager.....Harold Harrison
Chief Engineer.....L. M. Sugg

# WADE

## WADESBORO—1947

Frequency: 1210 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Anson Radio & Bcstg. Co.
Bus.-Studio Address.....Lyon Bldg.
Phone Number.....427, 620
Transmitter Location.....Morven Rd.
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NAB
President.....R. P. Lyon
Station Manager.....Jack P. Hankins
Commercial Manager.....James Ward
Progarm Director.....Willard P. Billingsley
Chief Engineer.....Cecil Sills
Farm Editor.....Walter Mitchell

# WHED

## WASHINGTON—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Beaufort Bcstg. Co.
Bus.-Studio Address....Guarantee Bank Trust Bldg.
Phone Number .....278
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Continental
President .....Lee Wynee
Gen.-Comm. Mgr., Prog. Dir....R. B. Armstrong
Promotion Manager.....C. B. Armstrong
Chief Engineer.....Richard Tripp

# WRRF

## WASHINGTON—1942—ABC

Frequency: 930 Kc.....Power: 5000 Watts d.
Owned-Oper. By..Tar Heel Bcstg. System, Inc.
Bus.-Studio Address.....Bank of Washington Bldg.
Phone Number.....403, 1515
Transmitter Location....1½ Mi. S. of city on Hway. 17
Air Time.....5:30 a.m.-sunset
News Service .....AP
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB, BMB
President.....W. R. Robeson, Sr.
Vice Pres.....W. R. Roberson, Jr.
Gen.-Comm. Manager.....T. H. Patterson
Sales Prom. Mgr., Pub. Dir.....Merrill Daniels
Program-Production Dir.....Don Pierce
Musical Director.....Vernon Carter
Farm Editor.....Charlie Yates

# WHCC

## WAYNESVILLE—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Smoky Mountain Bcstg.
Business Address.....Main St.
Phone Number .....680
News Service .....UP
Transcription Service .....Lang-Worth
President.....W. Curtis Russ
Gen. Mgr., Prog. Dir.....Frank R. Knutti
Chief Engineer.....Frank Wilbur

# WENC

## WHITEVILLE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Whiteville Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 508
Phone Number .....120
Transmitter Location...1 Mi. from Bus. District
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
General Manager.....Ward A. Coleman
Promotion Manager.....M. C. Forsyth
Commercial Manager.....Allen Shohat
Prog. Dir., Prod. Mgr.....Jerry Honeycutt
Chief Announcer.....Bill Wills
Chief Engineer.....Ed Keith

# WGNI

## WILMINGTON—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...New Hanover Bcstg. Corp.
Business Address.....P. O. Box 869
Phone Number.....2-2421, 2-2493
Studio-Transmitter Location....Eagle Island at Cape Fear River Bridge
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....Joseph Hershey McGillvra
President.....J. S. Brody
Station Manager.....Allen B. Jones
Commercial Mgr.....Tommy Thompson
Program Director.....Paul Parker
Chief Engineer.....A. J. Gulino

# WMFD

## WILMINGTON—1935—ABC

Frequency: 630 Kc.....Power: 1000 Watts
Owned By.....Radio Station WMFD
Operated By.....R. A. Dunlea
Business Address.....P. O. Box 696
Phone Number .....4840
Studio Address.....Castle Hayne Rd.
Transmitter Location.....Brunswick County
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB, BMB
General-Station Mgr.....R. A. Dunlea
Comm.-Sales Prom. Mgr.....C. O'Shields
Program Director.....Bruce Buchanan
Prod.-Pub. Director.....R. A. Dunlea, Jr.
Chief Announcer.....Bill Guerrin
Chief Engineer.....E. I. Herring

# WVOT

## WILSON—1948

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Wilson Radio Co.
Address.....Hway. 301 N.
Phone Number .....5157
News Service .....AP
Transcription Service .....Capitol
Partners.....W. T. William, H. W. Anderson, C. E. Leeper, N. V. Pieler
General Manager.....W. T. William

Commercial Manager.....R. R. Brunson
Program Director.....Joel Lawhon
Chief Engineer.....N. V. Pieler

# WGTM

## WILSON—1937—MBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By.....Watson Industries, Inc.
Bus.-Studio Address.....Herring Ave. Ext.
Phone Number .....2188-9
Transmitter Location.....Rock Ridge
Air Time.....5 a.m.-2 a.m.
News Service .....UP
Transcription Service.....World, Thesaurus
Representative .....Weed
Membership.....NAB, BMB, FMA
President.....Penn Thomas Watson
General-Station Mgr.....Allen Wannamaker
Comm.-Sales Prom. Mgr.....Harry Severance
Program Director.....Clint Faris
Production Director.....Charlie Slate
Publicity Director.....Harriet P. Fulghum
Chief Announcer.....Bill Jackson
Musical Director.....Jack Townsend
Chief Engineer.....W. H. Malone
Farm Editor.....Clair Shadwell


The KING SIZE Voice of Tobaccoland

A MARKET OF $566,898,000*

WGTM's primary area includes: 1,125,000 population

WGTM's primary area includes: 150,000 radio families

Allen Wannamaker
*General Manager*

National Representative
Joe Weed & Co.

5000 Watts
FULL TIME

590 KC

MUTUAL BROADCASTING SYSTEM
(EXCLUSIVE IN THIS AREA)


# WAIR

## WINSTON-SALEM—1937—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....WAIR Bcstg. Co.
Business-Studio Address.....Pepper Bldg.
Phone Number .....2-1133
Transmitter Location.....S. Stratford Rd.
Air Time.....5:30 a.m.-12:15 a.m.
News Service .....AP
Transcription Service.....World, Lang-Worth, Cole
Representative .....Avery-Knodel
Membership.....NAB, BMB, FMA
General-Station Mgr.....George D. Walker
Commercial Manager.....C. G. Hill
Sales Prom. Manager.....Bernice Estep
Prog.-Prod. Director.....Doris Pardington
Publicity Director.....Nell Messick
Musical Director.....Frances Denny
Chief Engineer.....Lee King

# WSJS

## WINSTON-SALEM—1930—NBC

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Piedmont Publishing Co.
Bus.-Studio Address.....419-21 N. Spruce St.
Phone Number .....2-4141
Transmitter Location..R.F.D. No. 1, Old Town
Air Time .....Unlimited
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Headley-Reed
Membership.....NAB, BMB, FMA
President .....Gordon Gray
V.P., Managing Dir.....Harold Essex
Sales Manager.....Harry B. Shaw
Program Manager.....Robert Estes
Production Director.....John Comnas
Publicity Director.....Robert B. Wilson
Musical Director.....B. C. Dunford, Jr.
Dir. of Engineering.....Phil Hedrick
Farm Service Dir.....Harvey Dinkins

# WTOB

## WINSTON-SALEM—1947—MBS

Frequency: 710 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Winston-Salem Bcstg. Co.
Phone Number .....7145
Studio Address.....826 W. Fourth St.
Transmitter Location.....Konnoak Dr.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Taylor-Borroff
Membership .....NAB
President.....James W. Coan
Gen.-Sta.-Comm. Mgr.....John G. Johnson
Prog. Dir., Chief Announcer....Louis T. Marsh
Production Dir.....Eliazbeth Trotman
Musical Director.....Russ Reardon
Chief Engineer.....L. C. Davis

# NORTH DAKOTA

*Estimated Population 3,715,000—Increase +4.0%—Radio Homes 749,300*
*Total Families 860,200—Stations in State 13*

## KFYR

### BISMARCK—1925
### NBC-NORTHWEST

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Operated By.....Meyer Bcstg. Co.
Bus.-Studio Address.....320 Broadway
Phone Number .....468
Transmitter Location .....Menoken
News Service .....UP
Transcription Service .....Thesaurus
Representative .....John Blair
Membership .....NAB, BMB
President, General Manager.....P. J. Meyer
Station Manager.....F. E. Fitzsimonds
Comm.-Sales Prom. Mgr.....R. W. MacLeod
Prog.-Pub. Dir.....Cal Culver
Production Director.....Charles Schoregge
Musical Director.....Don McLean
Chief Engineer.....Ivar Nelson

## KDLR

### DEVILS LAKE—1925
### MBS-GREAT NORTHERN

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....KDLR, Inc.
Business-Studio Address.....1025 3rd St.
Phone Number .....1090
Transmitter Location.....E. end Fourth St.
Air iTme.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, SESAC
Membership .....BMB
Pres., Gen.-Sta.-Comm. Mgr.....Bert Wick
Sales Prom. Mgr.....Norman Buckner
Program Director.....Wilbur Clemenson
Chief Engineer.....Richard Moritz

## KDIX

### DICKINSON—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Dickinson Radio Assn.
Bus.-Studio Address.....28 First Ave. W.
Phone Number .....348
Transmitter Location....1 Mi. N. of Dickinson on Hway. No. 22 & ¼ Mi. E.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, Keystone
Membership .....NAB
President.....Dr. P. J. Weir
Gen.-Sta. Mgr., Pub. Dir.....Orville F. Burda
Commercial Manager.....E. A. Spear
Sales Prom. Manager.....Douglas Anderson
Prog.-Prod. Director.....George L. Brooks
Musical Director.....George Brooks
Chief Engineer.....Quentin Prochaska
Farm Editor.....Earl Mann

## KFGO

### FARGO—1948—ABC

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By...Northern States Bcstg. Co.
Business-Studio Address.....KFGO Bldg.
Phone Number.....Fargo 2-3-291
Transmitter Location.....Wild Rice
News Service .....AP
Transcription Service.....Standard, SESAC
Representative.....Paul H. Raymer
Membership .....NAB
President.....W. R. Haggart
Gen.-Sta.-Comm.-Sales Prom. Mgr., Pub. Dir.....Charles G. Burke
Prog.-Prod. Dir.....David B. Henley
Chief Engineer.....Olaf Gabrielson
Farm Editor.....Dick Sundquist

## KVNJ

### FARGO—1948

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Northwest Bcstg. Co.
Business-Studio Address.....217½ Broadway
Phone Number .....2-3201
News Service .....UP
Transcription Service.....World, Associated
Pres., General Mgr.....John Nystul
Program Director.....G. L. Schoberg
Chief Engineer.....Harry Vose

## WDAY

### FARGO—1922—NBC-NORTHWEST

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....WDAY, Inc.
Business-Studio Address.....Black Bldg.
Phone Number .....5357
Transmitter Location.....W. Fargo
News Service.....AP, UP
Transcription Service .....Thesaurus
Representative.....Free & Peters
Membership .....NAB, BMB
President, Gen. Mgr.....E. C. Reineke
Station Manager.....Jack Dunn
Sales Manager.....Tom Barnes
Sales Promotion Manager.....Roy Pedersen
Program Manager.....Ken Kennedy
Production Manager.....Maurie Waller
Musical Director.....Don Auman
Chief Engineer.....Juline Savold

## KILO

### GRAND FORKS—1941—CBS

Frequency: 1440 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By....Grand Forks Herald, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.

# KSJB

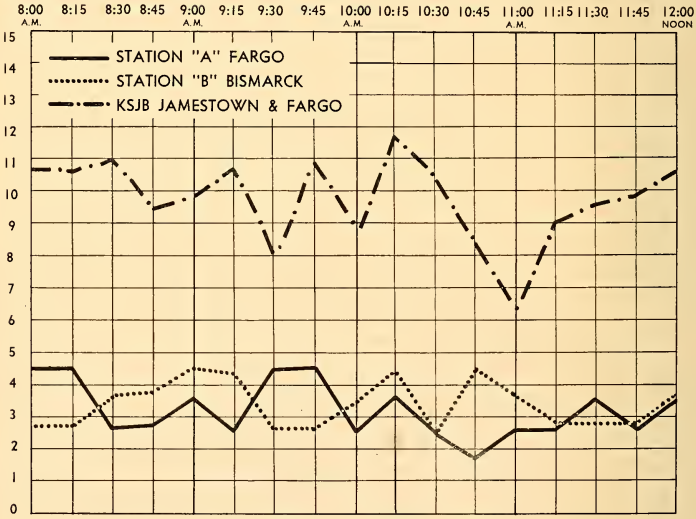
Post war radio has seen many listener trends. A good example of this is the recent survey made in the North Dakota market. Station KSJB (Columbia) now leads all others two to one. But why?

There are two reasons. The first is programming. KSJB takes full advantage of Columbia's shows. And, every local show is produced to "build" to the network.

The second reason is power. With 5000 Watts at 600 KC, KSJB can be heard throughout "a tri-state" market.

These are the reasons . . . people can hear KSJB . . . and they like what they hear.

## CBS Leads in North Dakota with KSJB




This survey was based on 1780 calls made in seven key North Dakota counties. For more complete details see your Geo. Hollingbery representative. He has the latest availabilities.

## KSJB with Studios in Fargo and Jamestown, North Dakota

Phone Number ..... 1200
Transmitter Location.. Univ. of N. Dak. Campus
News Service ..... UP
Representative ..... Avery-Knodel
Membership ..... NAB, BMB
President ..... M. M. Oppegard
Mgr., Prog. Dir. ..... Ralph D. Herbert
Office Manager ..... Dorothy A. Kirk
Musical Director ..... Gary Fox
Chief Engineer ..... Arnold F. Petrich

# KNOX

## GRAND FORKS—1947
## MBS-GREAT NORTHERN

Frequency: 1400 Kc. ..... Power: 250 Watts
Owned By ..... Community Radio Corp.
Business Address ..... P. O. Box 1110
Phone Number ..... 3499, 3500
Studio-Transmitter Location .... Hway. No. 81
News Service ..... UP
Transcription Service ..... World
Representative ..... Walker
Membership ..... NAB
President ..... Carroll E. Day
General-Station Mgr. ..... Ralph B. Maxwell
Comm. Manager ..... Robert C. Lukkason
Prog.-Prod. Dir. ..... Charles E. Gustafson
Chief Engineer ..... Patrick J. Murphy

# KSJB

## JAMESTOWN—1937—CBS

Frequency: 600 Kc. ..... Power: 5000 Watts
Owned-Oper. By ... Jamestown Bcstg. Co., Inc.
Bus.-Studio Address .. 429 SW 2nd St., Jamestown; 54½ Broadway, Fargo
Phone Number ... Jamestown 1600, Fargo 5430
Transmitter ..... Hway. 281, 6 Mi. S. of city
Air Time ..... Unlimited
News Service ..... UP
Transcription Service ..... World
Representative ..... George P. Hollingbery
Membership ..... BMB
President ..... John W. Boler
Secretary ..... Donn C. Clayton
Gen.-Sta.-Comm. Mgr. ..... Paul R. Heitmeyer
Sales Prom. Mgr. ..... G. H. McKinnon
Publicity Director ..... Ruth Johnson
Chief Announcer ..... Don Kingsley
Chief Engineer ..... Robert E. Ridgway
Farm Editor ..... Chester Graham

# KGCU

## MANDAN—1925
## MBS-GREAT NORTHERN

Frequency: 1270 Kc. .... Power: 1000 Watts d.; 250 Watts n.
Owned-Oper. By .... Mandan Radio Assn., Inc.
Bus.-Studio Address ..... 200 3rd Ave. N.W.
Phone Number .. (Office) 561, (Transmitter) 3660
Transmitter Location .... 2½ Mi. SE of Mandan on Hway. 10
News Service ..... AP
Transcription Service ..... Lang-Worth
Representative ..... Walker
Membership ..... BMB
President ..... W. S. Russell
Gen.-Sta.-Comm. Mgr. ..... M. J. Reichert
Sales Manager ..... Harry McKee
Traffic-Production Director ..... Mert Bushee
Musical Director ..... James Sutherland
Chief Engineer ..... Ray Barnett

# KLPM

## MINOT—1929
## MBS-GREAT NORTHERN

Frequency: 1390 Kc. .... Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By ..... Minot Bcstg. Co.
Business-Studio Address ..... Fair Block
Phone Number ..... 41-146
Transmitter Location ..... 2 Mi. E. of Minot on Hway. 52
News Service ..... UP
Transcription Service ..... World
Representative ..... Walker
Membership ..... BMB
General Manager ..... John B. Cooley
Sta. Mgr., Chief Engineer ..... C. W. Baker
Commercial Manager ..... E. H. Cooley
Sales Prom. Mgr., Pub. Dir. .. Leslie E. Maupin
Prog.-Prod. Dir. ..... James J. Hautman
Farm Editor ..... Ethel H. Cooley

# KOVC

## VALLEY CITY—1936
## MBS-KBS-GREAT NORTHERN

Frequency: 1490 Kc. ..... Power: 250 Watts
Owned-Operated By ..... KOVC, Inc.
Business-Studio Address ..... 312 Fifth Ave.
Phone Number ..... 408-W
Transmitter Location ..... S.W. of town
News Service ..... UP
Transcription Service ..... Keystone
Membership ..... BMB
Pres., Gen.-Comm. Mgr. ..... Robert E. Ingstad
Sales Prom. Manager ..... Wayne King
Program Director ..... Robert Nelson
Chief Engineer ..... Charles Sjostrom

# KWBM

## WILLISTON—1947

Frequency: 1450 Kc. ..... Power: 250 Watts
Owned-Oper. By ..... Williston Bcstg. Co.
Phone Number ..... 1450
News Service ..... UP
Transcription Service ..... World
Representative ..... Hal Holman
President ..... James D. Mortwedt
General Manager ..... A. L. Hellebust
Commercial Manager ..... William Brady
Program Director ..... Ray Kapp
Chief Engineer ..... George A. Howard

*"One of America's Oldest Stations"*

# FIRST!

## In Akron, Ohio

BASIC
CBS
NETWORK

WADC

24 YEARS

5000 WATTS

Owner-Operator
ALLEN T. SIMMONS

National Representative
GEORGE P. HOLLINGBERY CO.

***"With Over 2,000,000 Friends"***

# OHIO

*Estimated Population 7,799,000—Increase +12.9%—Radio Homes 2,180,600*
*Total Families 2,239,300—Stations in State 54*

## WADC

### AKRON—1925—CBS

Frequency: 1350 Kc.....Power: 5000 Watts
Owned-Operated By.....Allen T. Simmons
Bus.-Studio Address.....WADC Bldg., corner Main & Mill Sts.
Phone Number.....JEfferson 6165
Transmitter Location.....Route 8, Akron-Cleveland Rd.
Air Time.....5:55 a.m.-1:05 a.m.
News Service.....Transradio, UP
Transcription Service...Lang-Worth, Standard, World
Representative.....George P. Hollingbery
Membership .....BMB
Owner-Manager.....Allen T. Simmons
Assistant Manager.....Robert B. Wilson
Commercial Manager.....Fred C. Bock
Sales Prom. Mgr., Pub. Dir...Secrest Williams
Program Director.....Harold H. Hageman
Production Director.....Doc Williams
Musical Director.....William E. Beers
Chief Engineer.....John L. Wildermuth
Farm Editor.....Harold Hageman

## WAKR

### AKRON—1940—ABC

Frequency: 1590 Kc.....Power: 5000 Watts
Owned By.....Summit Radio Corp.
Operated By .....WAKR
Bus.-Studio Address.....First Natl. Tower
Phone Number.....HEmlock 6151
Transmitter Location.....739 Swartz Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Associated, Capitol
Representative .....Weed
Membership .....NAB, BMB
President, Gen. Mgr.....S. Bernard Berk
Asst. General Manager.....Viola G. Berk
Station Manager.....Roger G. Berk
Comm.-Sales Prom. Mgr...Kenneth M. Keegan
Program Director.....Edward N. Palen
Production-Publicity Dir.....Eccles Huff
Musical Director.....Alan Freed
Chief Engineer.....Irwin L. Knopp

## WHKK

### AKRON—1945—MBS

Frequency: 640 Kc.....Power: 1000 Watts d.
Owned By.....Forest City Publishing Co.
Operated By.....United Bcstg. Co.
Business-Studio Address.....51 W. State St.
Phone Number.....Bl. 7101
Transmitter Location....Akron Peninsula Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Thesaurus, Standard
Representative.....Paul H. Raymer
Membership .....NAB
President.....S. E. Graham
General-Station Mgr.....R. W. Richmond
Comm.-Sales Manager.....Cecil Green
Program-Production Dir.....Lew Henry
Publicity Director.....George W. Mamas
Musical Director.....Bruce Blake
Chief Engineer.....Jim Hill
Farm Editor.....Cliff Rodgers

## WICA

### ASHTABULA—1937

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WICA, Inc.
Business-Studio Address.....221 Center St.
Phone Number.....26-221, 27-181
Transmitter Location...Ashtabula-Jefferson Rd.
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....BMB
President.....R. B. Rowley
Station Manager.....W. W. Walrath
Commercial Manager.....D. W. Fassett
Program Director.....R. W. Miner
Musical Director.....Mary Pavolino
Chief Engineer.....T. F. Searl
Farm Editor.....John Strasen

## WTRF

### BELLAIRE—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned By.....The Tri-City Bcstg. Co.
Bus.-Studio-Transmitter Address...The Skyline
Phone Number .....1515
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Walker
Membership .....NAB, BMB
President.....Jesse A. Bloch
General Manager.....Robert W. Ferguson
Sales Prom. Mgr.....Albert T. Fisher
Program Director.....Frank Curtis
Pub.-Musical Director.....Edward Trisler
Chief Engineer.....George Cowen
Farm Editor.....Paul Howard

## WILE

### CAMBRIDGE—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Land O'Lakes Bcstg. Corp.
Business-Studio Address.....917 Beatty Ave.
Phone Number .....3545

Transmitter Location.....R. D. No. 1, College Hill
Air Time.....6:30 a.m.-local sunset
News Service .....AP
Transcription Service.....Capitol, World
President.....H. D. McClelland
General-Station Mgr.....Howard A. Donahoe
Comm.-Sales Prom. Mgr., Publicity Director.....Richard F. Rose
Prog.-Prod. Dir.....William Montgomery
Chief Announcer.....Warren Thomas
Chief Engineer.....Wesley C. Randles

# WAND

## CANTON—1947

Frequency: 900 Kc.....Power: 500 Watts d.
Owned-Operated By.....P. C. Wilson
Business-Studio Address....1414 12th St., N.E.
Transcription Service .....Associated
Representative .....Continental
Owner.....P. C. Wilson

# WCMW

## CANTON—1946—STANDARD

Frequency: 1060 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Stark Bcstg. Corp.
Bus.-Studio Address....317 W. Tuscarawas St.
Phone Number .....8219
Transmitter Location.....Hills & Dales Rd.
Air Time.....7 a.m.-local sunset
News Service .....INS
Transcription Service...Lang-Worth, Standard, Thesaurus
Representative .....Burn-Smith
Membership .....NAB, FMA
President.....Merlin R. Schneider
General Manager.....J. Leonard Taylor
Commercial Manager.....W. D. Kinsey
Traffic Manager.....Peggy Fitzgerald
Chief Announcer.....Robert Johnson
Musical Director.....Robert Allen
Chief Engineer.....Charles H. Girt, Jr.

# WHBC

## CANTON—1925—ABC

Frequency: 1480 Kc.....Power: 5000 Watts
Owned-Operated By.....Ohio Bcstg. Co.
Business-Studio Address..550 S. Market Ave.
Phone Number .....7166
Transmitter Location .....Richville
Air Time.....6:30 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service .....Capitol
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Roy D. Moore
General Manager.....Joseph K. Vodrey
Director of Radio.....Eugene Carr
Station Manager.....Robert C. Fehlman
Commercial Manager.....Frank R. Proudfoot
Sales Prom. Mgr., Pub. Dir.....Julius Glass
Program Director.....Gervis S. Brady
Musical Director.....Charles Pickens
Chief Engineer.....Kenneth L. Sliker
Farm Editor.....Dick Merrin

# WBEX

## CHILLICOTHE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Shawnee Bcstg. Co.
Business-Studio Address....27 E. Second St.
Phone Number .....2244
Transmitter Location.....Pohlman Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NAB, BMB
President.....D. C. Summerford
Gen.-Sta.-Comm.-Sales Prom. Manager.....J. Harry Callaway
Program-Publicity Dir.....Stanley Dixon
Prod.-Musical Dir., Chief Announcer .....Bob Roberts
Chief Engineer.....Ralph Albers
Farm Editor.....Carl Wendel

# WCKY

## CINCINNATI—1929

Frequency: 1530 Kc.....Power: 50,000 Watts
Owned-Operated By.....L. B. Wilson, Inc.
Bus.-Studio Address.....Hotel Gibson, 5th & Walnut Sts.
Phone Number.....Cherry 6565
Transmitter Location....near Crescent Springs, Ky.
Air Time.....24 Hrs.
News Service .....INS
Transcription Service.....Standard, World
Representative .....Thomas Welsted
Membership .....NAB, BMB
President, General Manager.....L. B. Wilson
Sta.-Comm. Manager, Chief Engineer.....C. H. Topmiller
Prog. Dir., Chief Announcer.....Bill Dawes
Publicity Director.....John Murphy
Musical Librarian.....Ethlyn Hale

# WCPO

## CINCINNATI—1922
## MBS-BURGER BEER

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Bus.-Studio Address.....3800 Carew Tower
Phone Number.....Main 3314
Transmitter Location.....6th & Court Sts.
Air Time .....Unlimited
News Service .....UP
Transcription Service...Standard, Associated, Lang-Worth
Representative .....Branham
President.....Jack R. Howard

General Manager.....M. C. Watters
Station-Comm. Mgr.....John Patrick Smith
Sales Prom. Manager,
Program Director.....Glenn Clark Miller
Prod. Dir., Chief Announcer.....Earl Corbett
Publicity Director.....Doreen Cleveland
Musical Director.....Rayetta Gale
Chief Engineer.....Glen A. Davis
Farm Editor.....John G. Sweeney

# WKRC

## CINCINNATI—1923—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Radio Cincinnati, Inc.
Business-Studio Address.....Hotel Alms
Phone Number.....Woodburn 0550
News Service.....AP, UP
Transcription Service....Lang-Worth, Standard
Representative .....Katz
Managing Director.....Hulbert Taft, Jr.
Manager.....H. E. Fast
Sales Manager.....U. A. Latham
Program Director.....Harvey Cary
Promotion Manager.....Joel W. Stovell
Chief Engineer.....George Wilson

# WLW

## CINCINNATI—1922—NBC

Frequency: 700 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Crosley Bcstg. Corp.
Bus.-Studio Address..Crosley Sq., 140 W. Ninth St.
Phone Number.....Cherry 1822
Transmitter Location .....Mason
Air Time.....24 Hrs.
News Service.....INS, UP
Transcription Service .....Thesaurus
Membership .....NAB, FMA
President.....James D. Shouse
V.P., General Mgr.....R. E. Dunville
V.P., Asst. Gen. Mgr.....Dwight Martin
V.P. in Charge of Sales..Harry Mason Smith
Dir. of Sales Prom.....David E. Partridge
V.P. in Chg. of Prog.....William P. Robinson
Asst. Prog. Dir.....Kenneth Smith
Dir. of Pub. Rel. & Publicity..James J. Cassidy
Chief Announcer.....Bill Brown
Gen. Mgr. of Music.....Milton Weiner
V.P. in Chrg. of Engineering....R. J. Rockwell
Dir. of Farm Prog. Dept.....Roy Battles

*(See Page 258)*

# WSAI

## CINCINNATI—1923—ABC

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Buckeye Bcstg. Co.
Bus.-Studio Address.....115 E. Fourth St.
Phone Number.....Main 1068-69-70-71
Transmitter Location.....Mt. Healthy
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Thesaurus, Capitol, Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President .....Marshall Field
General Manager.....Robert M. Sampson
Asst. General Manager.....E. K. Bauer
Sales Manager.....Robert H. Boulware
Program Director.....James Leonard
Prod. Dir., Chief Announcer.....Fred Harper
Publicity Director.....Vonne Monsell
Chief Engineer.....William Symons

# WGAR

## CLEVELAND—1930—CBS

Frequency: 1220 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WGAR Bcstg. Co., Inc.
Business-Studio Address.....Hotel Statler
Phone Number.....PRospect 0200
Transmitter Location.....Broadview & Akins Rds., Broadview Hts.
Air Time .....Unlimited
News Service.....INS, UP
Transcription Service.....Standard, Capitol
Representative .....Edward Petry
Membership .....NAB
President.....Frank E. Mullen
Chairman of the Board.....G. A. Richards
V.P., General Manager.....John F. Patt
Comm. Mgr., V.P. Chg. Sales...Carl E. George
Sales Prom. Manager.....Ted Boynton
Program Director.....Reginald P. Merridew
Production Director.....Stanley Gee
Publicity Director.....Manuel Eisner
Chief Announcer.....Charles Roberts
Musical Director.....Henry Pildner
V.P. Chg. of Engineering.....R. Morris Pierce
Farm Editor.....Dick Kathe

# WHK

## CLEVELAND—1921—MBS

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address..1311 Terminal Tower
Phone Number.....Prospect 5800
Transmitter Location.....Pleasant Valley Rd., Seven Hills
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Paul H. Raymer
Membership .....NAB
President .....Sterling Graham
Gen.-Station Manager.....K. K. Hackathorn
Commercial Manager.....J. B. Maurer
Sales Prom. Manager.....Paul Bairstow
Program Director.....C. M. Hunter
Production Director.....James Aubele
Publicity Director.....William Sprague
Musical Director.....Willard Pott
Chief Engineer.....R. H. DeLany

# W S R S

1490

## Serving Greater Cleveland

## NIGHT & DAY

*"The Family Station"*

**Cleveland's Popular Full-Time Independent Radio Station**

SAMUEL R. SAGUE
PRESIDENT

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2005

CEDAR & LEE RDS.
CLEVELAND 18, OHIO

1490

# WJMO

## CLEVELAND—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WJMO Bcstg. Co.
Bus.-Studio-Transmitter Address....2157 Euclid Ave.
Phone Number.....SUperior 4424
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Capitol, Standard
Representative.....Adam J. Young, Jr.
Membership .....NAB
President.....W. J. Marshall
General-Station Mgr.....Dave Baylor
Commercial Manager.....Robert De Tchon
Program Director.....Robert Athearn
Publicity Director.....Herman Spero
Chief Engineer.....Larry Shipley

# WJW

## CLEVELAND—1932—ABC

Frequency: 850 Kc.....Power: 5000 Watts
Owned-Operated By.....WJW, Inc.
Business-Studio Address.....1375 Euclid Ave.
Phone Number.....SUperior 0101
Transmitter Location.....9861 Ridge Rd. N. Royalton
Air Time .....Unlimited
News Service.....Transradio, UP
Transcription Service .....Standard
Representative .....Headley-Reed
Membership .....NAB
President.....William M. O'Neil
Asst. to the Pres.....Lawrence Webb
National Sales Mgr.....Harold W. Waddell
Local Sales & Sales Promotion Manager.....Frank H. Blumer
Program Director.....Charles V. Hunter
Advt. Director.....James Hansen
Publicity Director.....Charles F. McLaughlin
Chief Announcer.....Stanley Peyton
Chief Engineer.....Gerold G. Roberts

# WTAM

## CLEVELAND—1923—NBC

Frequency: 1100 Kc.....Power: 50,000 Watts
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....815 Superior Ave.
Phone Number.....CHerry 0942
Transmitter Location .....Brecksville
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Associated, Thesaurus
Representative.....NBC Spot Sales
Membership .....NAB, BMB
General-Station Mgr.....John McCormick
Commercial Manager.....Harold Gallagher
Sales Prom. Manager.....Howard Barton
Program Director.....Jacob Hines
Porduction Director.....Fred Wilson
Publicity Director.....Ralph Eckhart
Musical Director.....Walberg Brown
Chief Engineer.....S. E. Leonard
Farm Editor.....James Chapman

# WSRS

## CLEVELAND HGTS.—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSRS, Inc.
Bus.-Studio-Transmitter Address..2156 Lee Rd.
Phone Number.....ERieview 2005
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Lang-Worth, SESAC
Representative .....Forjoe
Membership .....NAB
President.....S. R. Sague
Station Manager.....Joseph A. Beres
Production Director.....Jerome Snider
Publicity Director.....Robert Rogers
Musical Director.....Chick Lind
Chief Engineer.....Ben H. Whittaker

# WBNS

## COLUMBUS—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Radiohio, Inc.
Business-Studio Address.....33 N. High St.
Phone Number.....Ad. 9265
Transmitter Location.....1035 Barnett Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, World
Representative .....John Blair
Membership .....NAB, BMB
President.....Richard S. Wolfe
General Manager.....Richard A. Borel
Commercial Manager.....W. I. Orr
Promotion Director.....Jerome R. Reeves
Program Director.....Geer Parkinson
Musical Director.....Paul Neal
Chief Engineer.....Lester H. Nafzger
Farm Editor.....Bill Zipf

# WCOL

## COLUMBUS—1922—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....WCOL
Business-Studio Address.....22 S. Young St.
Phone Number.....MAin 4581
Transmitter Location.....555 W. Goodale St.
Air Time.....19 Hrs.
News Service.....AP, INS
Transcription Service..Lang-Worth, Associated, Cole
Representative .....Headley-Reed
Membership.....NAB, BMB, FMA
Station Director.....Albert R. Albinger

Promotion Manager.....Jack Maguire
Program Director.....Frank J. Tate
Production Director.....Edgar A. Sprague
Publicity Director.....Maxine Davies
Chief Engineer.....Leo DeConnick
Farm Editor.....T. D. Harman

# WHKC

## COLUMBUS—1921—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....United Bcstg. Co.
Business-Studio Address.....22 E. Gay St.
Phone Number.....Adams 1101
Transmitter Location.....901 Obetz Rd.
Air Time.....6 a.m.-1 a.m.
News Service.....INS, UP
Transcription Service.....Lang-Worth, Cole, Associated
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Sterling Graham
V.P., Gen.-Sta. Mgr.....Carl M. Everson
Comm.-Sales Prom. Mgr.....H. H. Hoessly
Program-Production Dir.....John B. Moses
Publicity Director.....Juanita Wilcox
Musical Director.....John Kenward Agnew
Chief Engineer.....William B. Minor
Farm Editor.....George Zeiss

# WTNS

## COSHOCTON—1947

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Coshocton Bcstg. Co.
Business-Studio Address.....114 N. 6th St.
Phone Number.....1560, 2140
Transmitter Location.....1 Mi. W. of Roscoe
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service...Standard, Lang-Worth, SESAC
Pres., Gen.-Sta. Mgr.....Bruce Wallace
Commercial Manager.....Dick Athey
Sales Prom. Mgr.....James Sigman
Prog.-Prod.-Pub. Dir.....John R. Terry
Chief Engineer.....Ben Jones

# WHIO

## DAYTON—1935—CBS

Frequency: 1290 Kc.....Power: 5000 Watts
Owned-Oper. By....Miami Valley Bcstg. Corp.
Business-Studio Address.....45 S. Ludlow St.
Phone Number.....Adams 2261
News Service.....AP, UP, INS
Transcription Service....Associated, Standard, Cole
Representatives.....Hollingbery, Cummings
President.....James M. Cox, Jr.
General Manager.....Robert H. Moody
Commercial Manager....Harvey R. Young, Jr.
Program Director.....Lester G. Spencer
Promotion Manager.....Bud Baldwin
Chief Engineer.....Ernest L. Adams

# WING

## DAYTON—1921—ABC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Great Trails Bcstg. Co.
Business-Studio Address.....121 N. Main St.
Phone Number.....ADams 3288
Transmitter Location.....E. David Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Weed
Membership .....BMB
President .....Charles Sawyer
Exec. V.P.....John Pattison Williams
Gen.-Comm. Mgr.....Adna Karns
Program Director.....Arthur L. Martin
Prod.-Musical Dir.....Charles G. Reeder
Publicity Director.....Jean Broome
Chief Announcer.....Jack Wymer
Chief Engineer.....Lloyd House

# WLIO

## EAST LIVERPOOL—1948 STANDARD

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pottery Bcstg. Co.
Business-Studio Address..Sixth & Walnut Sts.
Phone Number .....5190
Transmitter Location.....Irish Ridge Rd.
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....Earl D. Eisenhower
General Manager.....John M. Croft
Chief Engineer.....Frank W. Schaefer, Jr.

# WEOL

## ELYRIA—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By.....Elyria-Lorian Bcstg. Co.
Bus.-Studio Address....417-419 Elyria Savings & Trust Bldg.
Phone Number.....Elyria 2255
Transmitter Location.....Grafton
Air Time .....Unlimited
News Service .....UP
Transcription Service....Capitol, Lang-Worth
Membership .....NAB
President.....Roy W. Ammel
General-Station Mgr.....Bert Koeblitz
Comm.-Sales Prom. Manager.....Virgil Schmit
Program Director.....Martin Bouhan
Chief Engineer.....Harold Brinkman

# WFIN

## FINDLAY—1941—KBS

Frequency: 1330 Kc.....Power: 1000 Watts d.

Owned-Oper. By.....Estate of Fred R. Hover, Helen F. Hover, Admrx.
Business-Studio Address....500½ S. Main St.
Phone Number .....1330
Transmitter Location.....2.3 Mi. SE Findlay
Air Time .....Daytime
News Service .....INS
Transcription Service...Standard, Lang-Worth, Keystone
Membership .....NAB, BMB
General Manager.....Mrs. V. M. McDougle
Program Director.....Allen P. Dudley
Chief Announcer, Farm Editor..John C. Hutson
Chief Engineer.....Edgar C. Smith

# WMOH

## HAMILTON—1944—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Fort Hamilton Bcstg. Co.
Bus.-Studio Address..Second Natl. Bank Bldg.
Phone Number.....Hamilton 4-6543
Transmitter Location.....Middletown Pike
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Standard
Membership .....NAB, BMB
President.....Robert J. Briede
Gen.-Sta.-Comm.-Sales Prom. Manager.....Joseph E. True
Program Director.....Don J. Meeks
Chief Announcer.....Robert King
Musical Director.....Mildred Soule
Chief Engineer.....Don F. Volkman
Farm Editor.....Luella Engel

# WHOK

## LANCASTER—1948

Frequency: 1340 Kc.....Power: 500 Watts d.
Owned-Oper. By..Hocking Valley Bcstg. Corp.
Business-Studio Address.....Memorial Dr.
Phone Number .....4500
President.....Dr. Nelson R. Embrey
Gen. Mgr., Prog. Dir.....Joseph G. Rockhold
Chief Engineer.....Charles Houston

# WIMA

## LIMA—1948—MBS-STANDARD

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Northwestern Ohio Bcstg. Corp.
Business-Studio Address.....223 N. Main St.
Phone Number .....6-3841
Transmitter Location.....2500 McClain Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....INS
Transcription Service .....Thesaurus
Representative .....Weed
Membership .....NAB
President.....G. E. Hamilton
Vice-President.....W. L. Rickman
General-Station Mgr.....R. W. Mack
Program Director.....E. C. Ulrick

# WLOK

## LIMA—1936—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....The Fort Industry Co.
Business Address.....506 New Center Bldg., Detroit, Mich.
Phone Number.....(Detroit) Trinity 17-700
Studio Address.....1101 Natl. Bank Bldg.
Transmitter Location.....1424 Rice Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....George B. Storer
General Manager.....Lee B. Wailes
Sta.-Sales Prom. Mgr., Publicity Director.....J. Robert Kerns
Program-Production Dir.....Harley Lucas
Chief Announcer.....Dalton Hille
Chief Engineer.....Darrel Hunter

# WMAN

## MANSFIELD—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Richland, Inc.
Business-Studio Address...Ohio Theater Bldg.
Phone Number .....4235-6
Transmitter Location.....Longview Ave. at N. Main St. Rd.
Air Time .....6:30 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB
Pres., Gen.-Sta.-Comm. Mgr.....J. M. O'Hara
Sales Prom. Manager.....Carl Kindt
Prog.-Prod.-Pub. Dir.....Harry C. Lytle
Chief Engineer.....William Morrison

# WMOA

## MARIETTA—1946—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Marietta Bcstg. Co.
Buisness Address.....P. O. Box 201
Phone Number .....6383
Studio-Transmitter Location.....409 Oakwood Ave., Williamstown, W. Va.
Air Time .....Unlimited
News Service .....UP
Transcription Service...Lang-Worth, Keystone
President.....William G. Wells
V.P., Gen. Mgr.....Hugh M. P. Higgins
Commercial Manager.....Aud N. Archer
Program Director.....Paul W. Nesper
Chief Engineer.....Charles E. Clark

# WMRN

## MARION—1940
## ABC-KBS-OHIO-STANDARD

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....The Marion Bcstg. Co.
Business Address.....P. O. Box 518
Phone Number .....3226-7
Studio Address.....WMRN Bldg.
Transmitter Location...¼ Mi. N. of city limits on Main St.
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service.....Thesaurus, Keystone
Representative...Horace Stovin, Robert Keller
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Robert T. Mason
Comm.-Sales Prom. Mgr.....Clark L. Dozer
Prog.-Prod. Dir., Chief Announcer..Don Brewer
Publicity Director.....John Plank
Musical Director.....Howard Dunford
Chief Engineer.....Francis Joseph Peters
Farm Editor.....Ray Marsh

# WPFB

## MIDDLETOWN—1947

Frequency: 910 Kc.....Power: 1000 Watts d.; 100 Watts n.
Owned-Operated By.....Paul F. Braden
Bus.-Studio-Transmitter Address..Central Ave.
Phone Number .....2-3625
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Donald Cooke
Owner, General Manager.....Paul F. Braden
Comm. Mgr., Prog. Dir.....C. R. Daly
Chief Announcer.....John Reznor
Musical Director.....George Garlinger
Chief Engineer.....Laurace Beckwith
Farm Editor.....Allen Jones

# WPTW

## PIQUA—1947

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By....Miami County Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....1625 W. Covington Ave.
Phone Number .....1420-1
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....World, SESAC
Representative.....W. S. Grant
Pres., Gen.-Sta.-Sales Prom. Mgr., Publicity Director.....Richard E. Hunt
Commercial Manager.....Carroll M. Ball
Program-Production Dir.....George Gardiner
Chief Announcer.....Robert Bubp
Musical Director.....Ronnie Arendall
Chief Engineer.....Byron F. London
Farm Editor.....Bill Fox

# WPAY

## PORTSMOUTH—1935—CBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The Scioto Bcstg. Co.
Bus.-Studio-Transmitter Address...1009 Gallia St.
Phone Number.....Portsmouth 1010
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Roy D. Moore
Director of Radio.....Eugene Carr
Station-Comm. Mgr.....Gerald F. Boyd
Sales Prom. Mgr., Pub. Dir.....Carl P. Bodner
Program Director.....Floyd M. Jackson
Chief Announcer.....William H. Dawson
Musical Director.....Dorothy E. Page
Chief Engineer.....Maurice L. Myers
Farm Editor.....Francis C. Balmert

# WLEC

## SANDUSKY—1947
## MBS-STANDARD

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lake Erie Bcstg. Co.
Bus.-Studio-Transmitter Address ....Cleveland Hway. & Huntington Aves.
Phone Number .....5170-1-2
Air Time..... 6a.m.-M.
News Service .....AP
Transcription Service.....World, Lang-Worth, Thesaurus
Membership .....NAB, BMB
President.....Lloyd A. Pixley
General-Station Manager.....Albert E. Heiser
Commercial Manager.....Louis E. Mahla
Sales Prom. Manager.....John Gaskill
Program Director.....Jay Wagner
Production Director.....Eleanor Prince
Pub. Dir., Farm Editor.....Don Dean
Chief Engineer.....George Buehrle

# WIZE

## SPRINGFIELD—1940—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By...Radio Voice of Springfield
Bus.-Studio Address.....115-117 W. High St.
Phone Number .....3-4955
Transmitter Location.....115-117 W. High St.
Air Time .....Unlimited
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Weed
Membership .....BMB
President .....Charles Sawyer
Exec. V.P.....J. P. Williams
Sta.-Comm. Manage.....C. N. Evans
Program Director.....Robert Christol

Publicity Director.....John McEnaney
Musical Director.....Ernie Kendrick
Chief Engineer.....Victor L. Bushong

# WJEL

## SPRINGFIELD—1947—KBS

Frequency: 1600 Kc.....Power: 500 Watts d.
Owned-Oper. By....Champion City Bcstg. Co.
Business Address.....101 Fountain Ave.
Phone Number .....3-4676
Transmitter Location.....801 Bechtle Ave.
News Service .....UP
Transcription Service .....Capitol
Representative .....Friedenberg
Membership .....NAB, BMB
Partners.....Dr. Delbert Joseph Parsons, Frank N. Jones
Station Manager.....Frank N. Jones
Program Director.....Kenneth Honeyman
Chief Engineer.....Alan Higgins

# WWSO

## SPRINGFIELD—1947

Frequency: 1210 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Radio Springfield, Inc.
Bus.-Studio Address....Chamber of Commerce Bldg., Spring & E. High Sts.
Phone Number .....3-6488
Transmitter Location.....Arthur Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service..Thesaurus, World, Cole
Representative.....McGeehan & O'Mara
Membership .....NAB, BMB
Station Manager.....Lin Mason
Commercial Manager.....Robert Wayne
Program-Production Dir.....Virginia Bennett
Musical Director.....Lucy Martin
Chief Engineer.....Gerald McCasland

# WSTV

## STEUBENVILLE—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Valley Bcstg. Co.
Bus.-Studio Address....Exchange Realty Bldg.
Phone Number .....2-6265
Transmitter Location.....Altamont Hghts.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....Jack N. Berkman
Gen.-Comm. Mgr.....John J. Laux
Asst. Gen. Mgr., Technical Director.....Joseph M. Troesch
Prog.-Pub Dir.....George H. Wilson, Jr.
Asst. Prog. Dir. Chief Announcer .....Robert Sanders
Chief Engineer.....Charles S. Shepherd
Farm Editor.....F. P. Taylor

# WSPD

## TOLEDO—1921—NBC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Fort Industry Co.
Bus.-Studio Address..Bcst. Bldg., 136 Huron St.
Phone Number.....Adams 3175
Transmitter Location.....R.F.D. Oregon Rd., Rossford
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service..Thesaurus, Lang-Worth, Standard
Representative .....Katz
Membership .....NAB, BMB
President.....George B. Storer
Station Manager.....E. Y. Flanigan
Commercial Mgr.....Wesford F. Shannon
Sales Promotion Mgr.....Richard H. Gourley
Program Director.....Glenn C. Jackson
Musical Librarian.....Gene Williams
Chief Engineer.....William M. Stringfellow
Farm Editor.....Jim Newman

# WTOD

## TOLEDO—1946

Frequency: 1560 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Unity Corp., Inc.
Business-Studio Address....515 Madison Ave.
Phone Number.....Garfield 5551
Transmitter Location..Byrne & Arlington Rds.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service...Lang-Worth, Standard
Representative.....Adam J. Young, Jr.
Membership .....NAB, FMA
President .....Edward Lamb
General Manager.....Layman Cameron
Station Manager.....Sunne Miller
Commercial Manager.....Charles Smith
Program Director.....Edward Kemp
Chief Announcer.....Bill Ballin
Musical Director.....Frieda Miller
Chief Engineer.....Robert Sowers

# WTOL

## TOLEDO—1938—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Community Bcstg. Co.
Business-Studio Address.....Bell Bldg.
Phone Number.....Adams 3291
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President .....Frazier Reams
Gen.-Station Mgr.....Thomas S. Bretherton
Commercial Manager.....Morton Neipp
Program-Production Dir.....Karl R. Nelson

Publicity Director.....Walt Osborn
Musical Director.....Dorothy Dority
Chief Engineer.....Harold Holmes
Farm Editor.....Ken Lawrence

# WRRN

## WARREN—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Nied & Stevens, Inc.
Business-Studio Address.....108 Main St.
Phone Number .....2212-9
Transmitter Location.....710 Main St.
Air Time.....6:45 a.m.-M.
News Service .....UP
Transcription Service.....Associated, SESAC
Representative .....Ra-Tel
Membership .....NAB
President.....Helen Hart Hurlbert
General Manager.....H. R. Farrall
Program Manager.....Willard L. Dougherty
Chief Engineer.....Robert V. Kinney

# WWST

## WOOSTER—1947

Frequency: 960 Kc.....Power: 500 Watts d.
Owned-Oper. By....Wooster Republic Ptg. Co.
Business Address .....Wooster
Phone Number .....760
News Service .....AP
Transcription Service.....Standard, World
President.....Raymond E. Dix
General Manager.....E. B. Evans
Commercial Manager.....Keith S. Gordon
Program Director.....E. C. Gooding
Chief Engineer.....Russell Grunder

# WRFD

## WORTHINGTON—1947

Frequency: 880 Kc.....Power: 5000 Watts d.
Owned-Operated By.....Peoples Bcstg. Corp.
Business-Studio Address.....649 High St.
Phone Number.....FR 2-6254
Transmitter Location....Powell Rd. & Route 23, Delaware County
Air Time.....Local sunrise-sunset
News Service.....AP, INS
Transcription Service....Standard, Lang-Worth
Representative .....Rural Radio
Membership .....NAB
President.....James A. West
Sta.-Sales Prom. Mgr.....Edgar Parsons
Commercial Manager....Joseph D. Bradshaw
Program Director.....William Meredith
Production Director.....Robert Geis
Musical Director.....Irwin Hott
Chief Engineer.....Royce Woodward
Farm Service Dir.....Robert Miller

# WFMJ

## YOUNGSTOWN—1939—ABC

Frequency: 1390 Kc.....Power: 5000 Watts
Owned By.....WFMJ Bcstg. Co.
Operated By.....William F. Maag, Jr.
Business-Studio Address....101 W. Boardman
Phone Number .....3-4121
Transmitter Location.....Boardman-Poland Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Thesaurus
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....William F. Maag, Jr.
National Sales.....Phil Wood
Program Director.....Robert B. Mackall
Chief Engineer.....Frank A. Dieringer

# WKBN

## YOUNGSTOWN—1926—CBS

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBN Bcstg. Corp.
Bus.-Studio Address.....17 N. Champion St.
Phone Number .....4-2122
Transmitter Location.....3430 Sunset Blvd.
Air Time..... 6a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....World, Lang-Worth, McGregor
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Pres., Gen. Mgr.....Warren P. Williamson, Jr.
Station-Comm. Mgr.....J. Lothair Bowden
Program Director.....L. Baldwin Harper
Promotion Manager.....Howard C. Rempes
Musical Director.....Bill Dunn
Chief Engineer.....B. T. Wilkins
Farm Editor.....Stu Wilson

# WHIZ

## ZANESVILLE—1924—NBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southeastern Ohio Bcstg. System, Inc.
Business-Studio Address....Lind Arcade Bldg.
Phone Number .....6000
Transmitter Location.....Newark Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Capitol
Representative.....John E. Pearson
Membership .....NAB, BMB
President .....Clay Littick
General-Station Mgr.....Vernon A. Nolte
Commercial Manager.....Nate Milder
Program-Publicity Dir.....Robert D. Maley
Chief Engineer.....C. Elmer Hartmeyer

# OKLAHOMA

*Estimated Population 2,362,000—Increase +1.1%—Radio Homes 576,700*
*Total Families 644,700—Stations in State 38*

## KADA

### ADA—1934—ABC-OKLA. NET

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Dr. C. C. Morris
Business Address..207 First Natl. Bank. Bldg.
Phone Number .....12-3
Studio-Transmitter Address....No. Broadway
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Dr. C. C. Morris
Gen.-Sta.-Comm. Mgr.....Billy T. Hoover
Sales Prom. Mgr.....Betty Hughes Nolen
Program-Production Dir.....Jerry Folsom
Publicity Director.....Patricia A. Irick
Chief Announcer.....Jerry Folsom
Musical Director.....Betty Hughes Nolen
Chief Engineer.....Harold Walker

## KWHW

### ALTUS—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Altus Bcstg. Co., Inc.
Business-Studio Address .....Altus
Phone Number .....1405
Transmitter Location..... 1Mi. N. of Altus
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service.....Capitol, Keystone
Representative .....Rural Radio
Membership M.....NAB
Pres., Gen.-Sta. Mgr.....Frank E. Wimberly
Commercial Manager.....Lewis C. Fielden
Chief Engineer.....Ernest Baucum

## KVSO

### ARDMORE—1935—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John F. Easley
Phone Number .....3030
Air Time.....6 a.m.-11:05 p.m.
News Service .....AP
Transcirption Service..Associated, SESAC, KBS
Representative .....Taylor-Borroff
Membership .....FMA, NAB
General Manager.....Albert Riesen
Commercial Manager.....J. E. Riesen
Sales Prom. Manager.....D. H. Dilla-d, Jr.
Program Director.....Dolly Dutton
Chief Engineer.....William E. Kolb

## KWON

### BARTLESVILLE—1941—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Bus.-Studio Address...Union Natl. Bank Bldg.
Phone Number .....1400
Transmitter Location....9 Mi. NE on U. S. 75
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Standard
Pres., Gen.-Sta. Mgr.....J. Fred Case
Sales Prom. Manager.....John Collins
Chief Announcer.....Roy Small
Chief Engineer.....Jim Wireman

## KWCO

### CHICKASHA—1946
### MBS-KBS-OKLA. GP.

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Oper. By..Washita Valley Bcstg. Corp.
Business Address.....Box 744
Phone Number .....2899
Studio Address.....Hall Briscoe Bldg.
Transmitter Location..On Grand Blvd., So. of Chickasha
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Standard, Keystone
Representative.....Continental Radio Sales
Membership .....NAB
President.....George C. Robinson, Jr.
Gen.-Sta. Mgr.....J. B. Quattlebaum
Commercial Manager.....Len Lyon
Program Director.....George Miller
Chief Engineer.....George C. Robinson, Jr.
Farm Editor.....J. B. Quattlebaum

## KRHD

### DUNCAN—1947—MBS

Frequency: 1350 Kc.....Power: 250 Watts d.;
Owned-Operated By.....Duncan Bcstg. Co.
Bus. Address..Hway. 81 at Pine St., P. O. Box 1192
Phone Number .....1350
Studio Address.....Hway. 81 at Pine St.
Transmitter Location.....No. Hway. 81
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB, BMB
President.....R. H. Drewry
Gen.-Sta.-Comm. Mgr.....J. P. Burnett
Prog.-Musical Dir.....Robert Prausa
Production Director.....Peggy Hoover
Chief Engineer.....Gene Billington
Farm Editor.....Ray Porter

# KSEO

## DURANT—1947—KBS-OKLA. GP.

Frequency: 750 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Bennett & R. F. Story
Business Address.....129½ N. Third Ave.
Phone Number .....102
Studio-Transmitter Address....½ Mi. W. of City limits, on U. S. Hway. 70
Air Time.....6:30 a.m.-sunset
News Service .....AP
Transcription Service....Thesaurus, Keystone
Membership .....NAB
Gen.-Sta. Mgr., Pub. Dir...H. Weldson Stamps
Comm.-Sales Prom. Mgr.....Leroy Moses
Program Director.....Cecile Elkins
Chief Announcer.....Jack Carter
Chief Engineer.....Bill Watters
Farm Editor.....Jack Putman

# KASA

## ELK CITY—1932—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Co.
Business-Studio Address.....204 N. Main
Phone Number .....730
Transmitter Location.....No. Randall
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard, Keystone
Representative.....Friedenberg, Walker
Membership .....BMB
Pres., Gen. Mgr.....Lonnie J. Preston
Station Manager.....V. M. Preston
Commercial Manager.....Johnny Carmen
Program-Production Dir.....Wess Carr
Chief Engineer.....George Fenter
Farm Editor.....V. M. Preston

# KCHE

## EL RENO—1948

Frequency: 1500 Kc.....Power: 500 Watts d.
Owned-Operated By.....KCHE, Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone Number .....2438
News Service .....UP
Transcription Service .....Standard
Owners.....Ross K. Prescott, C. C. Woodson
General Manager.....Jack Cecil
Chief Engineer.....C. H. Stanford

# KCRC

## ENID—1929—ABC-OKLA. NET

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....Enid Radiophone Co.
Bus.-Studio Address.....Broadway Tower, 9th Floor
Phone Number .....447
Transmitter Location.....309 E. Willow
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership.....NAB, BMB, FMA
President.....M. C. Garber
Gen.-Station Mgr.....Milton B. Garber
Comm.-Sales Prom. Mgr.....H. P. Hale
Program-Production Dir.....Edith Longley
Publicity Director.....Mary Ellen Mitchell
Chief Announcer.....Fred Collins
Musical Director.....Geralyn Gigoux
Chief Engineer.....Murray D. Coleman
Farm Editor.....Tony Green

# KTAT

## FREDERICK—1948

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Frederick Bcstg. Co.
Business-Studio Address.....Main & Grant
News Service .....UP
Transcription Service .....World
Partners...J. D. Jones, Jr., Ronald W. Wheeler, Winston A. Jones
Gen.-Comm. Manager....Ronald W. Wheeler
Program Director.....Mary Wheeler
Promotion Manager.....Evelyn A. Jones
Chief Engineer.....J. D. Jones, Jr.

# KGYN

## GUYMON—1948

Frequency: 1220 Kc.....Power: 100 Watts d.
Owned-Operated By.....Plains Bcstg. Co.
Business-Studio Address.....21st & Lelia Sts.
News Service .....UP
Representative .....Rural
President, Manager.....T. M. Raburn, Jr.
Chief Engineer.....J. A. Burke

# KTJS

## HOBART—1947—KBS

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned-Operated By.....T. J. Shriner
Bus.-Studio-Transmitter Address....315 E. 11th St.
Phone Number .....1070
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Keystone
President, Gen.-Sta. Mgr.....T. J. Shriner
Commercial Manager.....John W. Adams
Sales Prom. Mgr., Pub. Dir...M. J. McCollough
Program-Production Director, Chief Announcer.....Jack Wickizer
Musical Director.....Roy Reece
Chief Engineer.....Darryl D. Foss
Farm Editor.....Tom Morris

# KIHN

## HUGO—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Little Dixie Bcstg. Co.
Address .....Hugo
Phone Number .....1141
News Service .....AP
Transcription Service.....Lang-Worth
President .....George Malone
Gen.-Comm. Manager.....Kruger E. Muse
Program Drector.....Carl B. Adams
Chief Engineer.....Milo Holtberg

# KSWO

## LAWTON—1941
## ABC-OKLA. NET-OKLA. GROUP

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By..... Okla. Quality Bcstg. Co.
Bus.-Studio Address.....17th & E Ave.
Phone Number .....1380
Transmitter Location....1½ Mi. SE of Lawton
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....R. H. Drewry
General Manager.....Allan Page
Comm.-Sales Prom. Mgr.....Neil Ashlock
Program-Production Director...Morgan Roberts
Publicity Director.....Paul Goode
Chief Engineer.....C. E. Billington

# KTMC

## McALESTER—1946
## ABC-OKLA. NET

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....J. Stanley O'Neill
Business Address.....First & Washington
Phone Number .....2411
Studio Address.....Municipal Bldg.
Transmitter Location.....A & Crisler, No. McAlester
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB, BMB
Pres., Gen. Mgr.....J. Stanley O'Neill
Comm.-Sales Prom. Mgr.....James Duke
Program Director.....Ozzie Pence
Publicity Director.....Norma Johnson
Chief Announcer.....George Schwann
Musical Director.....Betty Heard
Chief Engineer.....Bob Schilb

# KGLC

## MIAMI—1948

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Operated By.....Miami Bcstg. Co.
Address .....Miami Hotel
Phone Number .....2080
News Service .....AP
Transcription Service .....Standard
President.....John H. Giffin
General Mgr.....Wallace R. Dunn
Commercial Mgr.....Robert Stoner
Program Director.....Dick Moon
Chief Engineer.....Louis Stone

# KBIX

## MUSKOGEE—1936—ABC-OKLA.

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Okla. Press Pub. Co.
Address .....Barnes Bldg.
Phone Number .....302
News Service .....UP
Representative .....Taylor-Borroff
President.....Tams Bixby, Jr.
Sta.-Comm.-Prom. Mgr.....Paul A. Bruner
Program Director.....Mavis Rogers
Chief Engineer.....Earl H. Graves

# KMUS

## MUSKOGEE—1948
## MBS-OKLA. GP.

Frequency: 1380 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By...Eastern Okla. Bcstg. Corp.
Business-Studio Address.....412½ Court St.
Phone Number .....656-7
Transmitter Location.....1½ Mi. No. of city
Air Time..... 6a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Membership .....NAB, FMA
President.....Ben T. Childers
Gen.-Sta. Mgr., Prog.-Prod.-Pub. Director.....Virgil G. Evans
Comm.-Sales Prom. Mgr.....Glen W. Travis
Chief Announcer, Farm Editor.....Bill Hyden
Chief Engineer.....Duane Hoisington

# KBYE

## OKLAHOMA CITY—1945

Frequency: 890 Kc.....Power: 1000 Watts d.
Owned-Operated By.....State Bcstg. Co.
Bus.-Studio Address.....9th & Broadway
Phone Number .....3-2323-4-5
Transmitter Location.....55th & N. Eastern
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth

Representative .....Branham
Membership .....NAB
President.....A. Earl Cullum, Jr.
V.P., General Mgr.....Frank J. Lynch
Office Manager.....Flora A. Luper
Sales Prom. Manager.....Hugh J. Finnerty
Program Director.....M. A. Bryan
Chief Announcer.....Maury Ferguson

# KLPR

## OKLAHOMA CITY—1947

Frequency: 1140 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Byrne Ross
Business Address.....132½ W. Commerce St.
Phone Number .....3-6358
Studio-Transmitter Address.....SW 73rd St. & Shields Blvd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Associated, Cole
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Byrne Ross
Comm.-Sales Prom. Mgr.....Monty Wells
Program-Production Dir.....Billie Turquette
Publicity Director.....Byrne Ross
Chief Announcer.....Kelly West, Jimmy Keys
Chief Engineer.....Jack Richmond
Farm Editor.....D. Givens

# KOCY

## OKLAHOMA CITY—1923
## MBS-OKLA. GP.

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Plaza Court Bcstg. Co.
Business-Studio Address....Plaza Court Bldg.
Phone Number .....3-4333
Transmitter Location.....73rd & Lincoln
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Standard, Thesaurus
Representative .....Walker
Membership.....NAB, BMB, FMA
President.....John Q. Thomas
Gen.-Station Mgr.....M. H. Bonebrake
Commercial Manager.....George Collison
Program Director.....Wishard Lemons
Publicity Director.....John Steele
Musical Director.....Becey Cartmel
Chief Engineer.....Royden Freeland

# KOMA

## OKLAHOMA CITY—1927—CBS

Frequency: 1520 Kc.....Power: 50,000 Watts
Owned-Operated By.....KOMA, Inc.
Business-Studio Address.....Biltmore Hotel
Phone Number .....2-3291
Transmitter Location .....Moore
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, Standard, SESAC
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....John Toole Griffin
General-Station Mgr.....J. J. Bernard
Commercial Manager..Webster L. Benham, Jr.
Sales Prom. Manager.....Raymond Ruff
Program Director.....Robert M. Eastman
Production Director.....Martin Fuller
Musical Director.....Clarence Reynolds
Chief Engineer.....M. W. Thomas
Farm Editor.....Carl Neumann

# KTOK

## OKLAHOMA CITY—1927
## ABC-OKLA. NET

Frequency: 1400 Kc. (CP 1000).....Power: 250 Watts (CP 5000 d.; 1000 n.)
Owned-Operated By.....KTOK, Inc.
Business Address.....2004 Apco Tower
Phone Number .....3-8352
Transmitter Location.....1800 W. Main
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....O. L. Taylor
Gen.-Station Manager.....Robert D. Enoch
Program Director.....Harold M. Shreve
Chief Engineer.....Clifford Easum

# KTOW

## OKLAHOMA CITY—1948—LIBERTY

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sooner Bcstg. Co.
Business-Studio Address....3300 Apco Tower
Phone Number .....79-2604
Transmitter Location.....Reno & Eastern
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....World, SESAC
Membership .....NAB
Dir. of Sta. Operations.....Carl E. Harmon
Program Director.....Ollie D. Cook
Chief Engineer.....Charles Sheaffer

# WKY

## OKLAHOMA CITY—1922—NBC

Frequency: 930 Kc.....Power: 5000 Watts
Owned By.....Okla. Publishing Co.
Operated By.....WKY Radiophone Co.
Bus.-Studio Address.....Skirvin Tower Hotel
Phone Number .....3-4306
Transmitter Location.....1 Mi. E. of Britton
Air Time .....Unlimited
News Service .....AP, UP
Transcription Service....Associated, Standard
Representative .....Katz
Membership .....NAB, BMB
President.....E. K. Gaylord
Station Manager.....P. A. Sugg
Administrative Asst.....Hoyt Andres

Commercial Manager.....Leo Howard
Promotion Manager.....Gene White
Program Director.....Paul Brawner
Chief Announcer.....Wakefield Holley
Musical Director.....Allan Clark
Chief Engineer.....H. J. Lovell
Farm Editor.....Orval Saunders

# KHBG

## OKMULGEE—1937
## MBS-KBS-OKLA. GP.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Times Publishing Co.
Business-Studio Address.....Petroleum Bldg.
Phone Number .....3646-7
Transmitter Location.....20th & Seminole
Air Time .....Unlimited
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Representative .....Taylor-Borroff
Membership .....NAB
President.....Donald W. Reynolds
General-Station Manager.....Tim Carroll
Prog.-Musical Dir.....Nova Clarke
Chief Announcer.....Charles Phillips
Chief Engineer.....James H. Smith
Farm Editor.....E. R. Francis

# KVLH

## PAULS VALLEY—1947
## KBS-OKLA. GP.

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Operated By.....KVLH Bcstg. Co.
Business Address.....204 Pyeatt Bldg.
Phone Number .....1039
Studio-Transmitter Location.....W. of Pauls Valley on Hway. 71
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service.....World, Keystone
Membership .....NAB
President.....James T. Jackson
General Manager.....Phil Crenshaw
Commercial Manager.....H. Edward Walker
Chief Engineer.....George Rountree

# WBBZ

## PONCA CITY—1927—MBS-OGB-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....The Ponca City Publ. Co.
Bus.-Studio-Transmitter Address..615 W. Grand Ave.
Phone Number .....3200
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, KBS
Membership .....NAB
Exec. Director.....Clyde E. Muchmore
General Manager.....Paul H. Buenning
Sales Promotion Mgr.....Harold Goodman
Production Mgr.....Sheldon E. Bonnewell
Program Director.....James K. Walker
Chief Engineer.....Olen E. Marshall

# KSMI

## SEMINOLE—1948—MBS-OKLA. GP.

Frequency: 1260 Kc.....Power: 500 Watts d.
Owned By.....Seminole Bcstg. Co.
Operated By.....Tom Potter
Bus.-Studio-Transmitter Address....City Park, N. Main St., Box 1351
Phone Number .....1260-1
Air Time.....Local sunrise-sunset
News Service .....UP
Tarnscription Service.....Capitol, SESAC
Membership .....NAB
President .....Tom Potter
General Manager.....Jon B. Wagner
Commercial Manager.....Dale E. Porter
Sales Prom. Mgr.....Carl McDaniel
Program Director.....Bill P. Monroe
Chief Engineer.....Warren W. Abbott

# KGFF

## SHAWNEE—1930—ABC-OKLA. NET

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....KGFF Bcstg. Co., Inc.
Business-Studio Address.....Ninth & Bell Sts.
Phone Number .....4390-1
Transmitter Location...Shawnee Country Club
Air Time ..... 6a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Oscar S. Stauffer
General Manager.....Roy J. Bowman
Commercial Manager.....Helen Henderson
Sales Prom. Manager.....Maxine Bowman
Program Director.....William A. Weaver
Chief Announcer, Musical Dir....Lowell Clark
Chief Engineer.....Edwin M. Moore

# KSPI

## STILLWATER—1947
## MBSM-OKLA. GP.

Frequency: 780 Kc.....Power: 250 Watts d.
Owned-Oper. By....Stillwater Publishing Co.
Business Address.....P. O. Box 231
Phone Number .....1807
Studio-Transmitter Location....2 Mi. S. of Stillwater on Hway. 40
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Representative.....Burke, Kuipers & Mahoney
Membership .....NAB
President.....C. R. Bellatti
General Manager.....L. F. Bellatti
Commercial Manager.....Kenneth Vanderver
Program Director.....Bracton Combs
Chief Engineer.....Paul McCollum

# KAKC

## TULSA—1946—OKLA. GP.

Frequency: 1570 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Public Radio Corp.
Bus.-Studio Address.....412 E. Fifth St.
Phone Number .....4-2401
Transmitter Location.....21st & Yale Sts.
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Walker
Membership .....NAB, FMA
President-Treasurer.....S. E. Avey
V.P., General Manager.....Glenn Condon
Ast. Gen.-Comm. Mgr.....James L. Neal
Sales Prom. Manager.....Jack Evans
Program Director.....Bill Davis
Production Director.....Bill Webb
Chief Announcer.....Bill Bowers
Musical Director.....Christine Dunn
Chief Engineer.....M. M. Donley

# KFMJ

## TULSA—1946

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Operated By....Fred Jones Bcstg. Co.
Business-Studio Address.....Alvin Hotel
Phone Number .....5-5555
Transmitter Location.....21st & Yale
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Standard
Representative .....Forjoe
Membership .....NAB, BMB
President .....Fred Jones
General Manager.....Lawson Taylor
Commercial Manager.....Jack Betz
Chief Announcer.....Bill Taylor
Chief Engineer.....Nate Wilcox

# KOME

## TULSA—1938—ABC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Oil Capital Sales Corp.
Business-Studio Address.....8th & Main
Phone Number .....3-4121
Transmitter Location.....3904 S. Newport
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB
President .....Harry Schwartz
General-Station Mgr.....Dick Campbell
Commercial Manager.....J. Howard Engle
Program Director.....Larry Robertson
Production Director.....Jack Newman
Publicity Director.....Ann Fountain
Chief Announcer.....Wally Imes
Musical Director.....Larry Robertson
Chief Engineer.....Roy Brown

# KTUL

## TULSA—1934—CBS

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Operated By.....Tulsa Bcstg. Co.
Business Address.....P. O. Box 1739
Phone Number .....2-3191
Studio Address .....Boulder-on-the-Park
Transmitter Location .....Turley
Air Time.....6:05 a.m.-M.
News Service .....UP
Transcription Service....Capitol, Lang-Worth, Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....John T. Griffin
V.P., General Manager.....John Esau
Commercial Mgr.....L. A. Blust, Jr.
Sales Prom. Mgr., Pub. Dir...George Ketcham
Program Director.....Karl Janssen
Production Director.....Jack Alexander
Musical Director.....Glenn Hardman
Chief Engineer.....Robert Snider

# KVOO

## TULSA—1925—NBC

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southwestern Sales Corp.
Business-Studio Address.....Philtower
Phone Number .....2-2254
Transmitter Location.....11 Mi. E. of Tulsa Hway. 66
Air Time .....Unlimited
News Service.....INS, UP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NAB, BMB
President.....P. Q. Proctor
V.P., General Mgr.....William B. Way
Commercial Manager....Gustav K. Brandborg
Merch. & Prom. Mgr.....T. A. Walters
Program Director.....F. M. Randolph
Musical Director.....Joe O'Neill
Chief Engineer.....Watt Stinson
Farm Editor.....Sam Schneider

# KSIW

## WOODWARD—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Woodward Bcstg. Co.
Operated By.....James L. Todd
Business Address.....Box 508
Phone Number .....1450
Studio-Transmitter Location.....22nd & Cedar
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Membership .....NAB
President.....Dave D. Price
Station Manager.....James L. Todd
Commercial Mgr.....Robert E. Davis
Engineering Supvr.....John M. Nelson

# OREGON

*Estimated Population 1,626,000—Increase +49.2%—Radio Homes 465,300*
*Total Families 477,900—Stations in State 34*

## KWIL

### ALBANY—1941—MBS-DON LEE

Frequency: 1240 Kc.....Power: 250 Watts d.
Owned-Oper. By....Central Willamette Bcstg. Co.
Bus.-Studio-Transmitter Address...Queen Ave. & Elm St.
Phone Number .....1234
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Standard, World
Representative .....John Keating
Membership .....NAB, BMB
President.....W. L. Jackson
Sec.-Treas.....R. R. Cronise
General Manager.....Chet Wheeler
Sta.-Sales Prom. Mgr.....Derwood Smith
Commercial Manager.....Warren Stoffer
Program-Production Dir.....LeRoy Jolley
Publicity Director.....Carley Copenhaver
Chief Announcer.....Doug LaMear
Chief Engineer, Farm Editor..Herbert Davidson

## KWIN

### ASHLAND—1946—UNITED PACIFIC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Rogue Valley Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address..1160 Helman Rd.
Phone Number .....2-1351
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Capitol, Standard, Keystone
Representative...John Keating, Homer Griffith
Membership .....NAB, BMB
President.....M. S. Hamaker
General Manager.....Edward P. Barnett
Commercial Manager.....Virgil E. DeVoe
Sales Prom. Mgr.....Burton Lane Bardeen
Program Director.....Charles B. Fields
Women's Program Dir.....Clara Daniels
Chief Engineer.....Ralph S. Click
Farm Editor.....Doyle Seely

## KAST

### ASTORIA—1935—MBS-KBS-DON LEE

Frequency: 1230 Kc. (CP 1370).....Power: 250 Watts (CP 1000)
Owned-Operated By.....Astoria Bcstg. Co.
Bus.-Studio Address.....9th & Commercial Sts.
Phone Number .....795
Manager.....L. E. Parsons

## KBKR

### BAKER—1939—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Bus.-Studio Address.....First & Court Sts.
Phone Number .....140
News Service .....UP
Transcription Service.....World, KBS
President.....Lee W. Jacobs
Gen.-Comm. Manager....Kenneth B. Lockwood
Promotion Manager.....Milton L. Levy
Chief Engineer.....Frank D. Knox

## KBND

### BEND—1938—MBS-KBS-DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Central Oregon Bcstg. Co.
Bus.-Studio-Transmitter Address..1101 Wall St.
Phone Number .....848
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....W. S. Grant
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr., Pub. Dir.....Frank H. Loggan
Comm.-Sales Prom. Mgr.....W. H. Barton
Prog. Dir., Chief Announcer, Farm Editor.....Kessler Cannon
Chief Engineer.....Robert Dickinson

## KOOS

### COOS BAY—1928—MBS-DON LEE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KOOS, Inc.
Bus.-Studio-Transmitter Address.....505 Hall Bldg.
Phone Number .....432-3
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....John Keating
Membership .....NAB
President.....Sheldon F. Sackett
General Manager.....Fred F. Chitty
Station Manager.....Hal Shade
Commercial Manager.....Jack Irvine
Program Director.....Sara Spaugh
Chief Engineer.....Roger Spaugh

## KWRO

### COQUILLE—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KWRO Bcstrs.

Bus.-Studio Address.....Coquille Hotel, P. O. Box 396
Phone Numbers....Coquille 396, Coos Bay 396
Transmitter Location....Sanford Hghts., 1 Mi. N.W. of Coquille, on Hway. 101
Air Time.....17 Hrs.
News Service .....AP
Transcription Service.....Associated, Cole, SESAC, Keystone
Representative .....Gene Grant
President.....William E. Walsh
General Manager.....Walter L. Read
Sta.-Sales Prom. Mgr.....Robert W. Harris
Comm. Mgr., Pub. Dir.....William Cook
Program-Production Dir.....Ralph Brown
Chief Announcer.....Robert Harris
Chief Engineer.....Walter L. Read
Farm Editor.....Curt Raynes

# KRUL

## CORVALLIS—1947
## KBS-UNITED-PACIFIC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Pacific States Radio Co.
Bus.-Studio-Transmitter Address..122 So. 15th St.
Phone Number.....1504, 1178
Air Time .....Unlimited
News Service .....AP
Transcription Service...Lang-Worth, Keystone
Representative.....W. S. Grant
Membership .....NAB, BMB
President.....J. C. Haley
Gen.-Sta.-Comm.-Sales Prom. Manager.....A. T. Shields
Program-Production Director.....C. W. Peck
Chief Announcer, Chief Engineer...Jeff Evans
Musical Dir., Farm Editor.....Mel Palder

# KODL

## THE DALLES—1940—KBS

Frequency: 1230 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Western Radio Corp.
Bus.-Studio-Transmitter Address..KODL, Scenic Drive, near Sorosis Park
Phone Number .....2300
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....McGregor, Keystone
Membership .....NAB
Pres., General Mgr.....V. B. Kenworthy
Station-Comm. Mgr.....Paul E. Walden
Sales Prom. Manager.....Lee Phillips
Program Director.....Arthur Elliott
Chief Engineer.....Robert Mott

# KASH

## EUGENE—1947—KBS

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Air Ways, Inc.
Bus.-Studio-Transmitter Address....Day Island Rd.
Phone Number .....4595
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service....Standard, Thesaurus, Keystone
Representative....Gene Grant, Donald Cooke
Pres., Gen.-Station Mgr.....E. L. Kincaid
Program-Production Dir.....Bruce Nidever
Publicity Director..... Clare Mattingly
Musical Director.....Laura Nidever
Chief Engineer.....William Riley

# KORE

## EUGENE—1927—MBS-DON LEE

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Lane Bcstg. Co.
Operated By.....Paul V. McElwain & Glenn E. McCormick
Business Address.....P. O. Box 1032
Phone Number .....3
Studio Address.....27th & Willamette Sts., 4th & Main Sts., Springfield
Transmitter Location....27th & Willamette Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
President.....Paul V. McElwain
General-Station Manager.....Lee Bishop
Commercial Manager.....C. R. Hillyer
Sales Prom. Mgr., Pub. Dir.....Virgil Parker
Program-Production Dir.....Robert Eubanks
Chief Engineer.....Floyd Viken

# KUGN

## EUGENE—1946—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Valley Bcstg. Co.
Business Address.....P. O. Box 1400
Phone Number .....2800
Studio-Transmitter Location.....Coburg Rd.
Air Time.....5:30 a.m.-M.
News Service .....AP
Transcription Service....Lang-Worth, Capitol
Representative.....W. S. Grant, Frank J. McHugh, Jr.
Membership .....NAB
President.....C. H. Fisher
General Manager.....S. W. McCready
Commercial Manager.....L. N. Young
Program Director.....Robert R. Whitely
Production Director.....John E. Boren
Publicity Director.....L. S. Ready
Chief Engineer.....William H. Green
Farm Editor.....Earl Britton

# KUIN

## GRANTS PASS—1939—DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Southern Oregon Bcstg. Co.
Business Address.....P. O. Box 148
Phone Number .....4477
Studio-Transmitter Location..Redwood Hway.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, McGregor
Representative.....W. S. Grant
Membership .....NAB, BMB
President.....A. E. Voorhies
General Manager.....William B. Smullin
Station Manager.....E. A. Malone
Sales Manager.....Glenn E. Nickell
Program Director.....John T. Sivert
Chief Engineer.....N. L. Williams

# KLBM

## LA GRANDE—1938
## KBS-OREGON TRAIL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Inland Radio, Inc.
Bus.-Studio-Transmitter Address...Old Oregon Trail
Phone Number .....220
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Representative .....Jack Keating
Membership .....NAB, BMB
President, General Manager.....Lee Jacobs
Station Manager.....John G. Jones
Commercial Manager.....Ken Lillard
Program Director.....Marjorie Pierce
Chief Engineer.....Murray Durham

# KFJI

## KLAMATH FALLS—1922
## MBS-DON LEE

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Operated By.....KFJI Bcstrs.
Bus.-Studio-Transmitter Address.....203 Main
Phone Number .....5155
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....W. S. Grant
Membership .....NAB
President, General Mgr.....W. D. Miller
Comm.-Sales Prom. Mgr.....Jack Keating
Prod. Mgr., Prog.-Pub.-Music Director .....Bill Wentworth
Chief Engr., Farm Editor....William P. Grimes

# KMED

## MEDFORD—1926—NBC

Frequency: 1440 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Mrs. W. J. Virgin
Business-Studio Address.....P. O. Box 1306
Phone Number .....4000
Transmitter Location.....Ross Lane
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Membership .....NAB, BMB
Owner, Gen. Mgr.....Mrs. W. J. Virgin
Comm.-Sales Prom. Mgr.....James J. Dunlevy
Program Director.....Gladys LaMar
Pub. Dir., Farm Editor.....John S. Duffy
Chief Engineer.....Victor M. Califf

# KFLW

## KLAMATH FALLS—1946—ABC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Herald Publ. Co. of Klamath Falls
Bus.-Studio-Transmitter Address .....1301 Esplanade
Phone Number .....8115
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Evenett, McKinnev
Membership .....NAB, BMB
President .....Frank Jenkins
General-Station Mgr.....H. J. Chandler
Commercial Manager.....Max J. Frye
Program-Publicity Dir.....Marjorie Eagle
Production Manager.....Chuck Cecil
Musical Director.....Bill Williams
Chief Engineer.....Gilbert Walters
Farm Editor.....Paul Alexander

# KYJC

## MEDFORD—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Medford Printing Co.
Bus.-Studio-Transmitter Address...Barnett Rd.
Phone Number .....9200
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth, Cole
Representative.....W. S. Grant, Frank J. McHugh, Jr.
Membership .....NAB
President.....Robert W. Ruhl
General-Station Mgr.....Collin R. Matheny
Comm. Mgrs.....Robert M. Bruce, Norbert Miksche
Sales Prom. Manager.....Robert M. Bruce
Program Director.....John Ahearn
Publicity Director.....Collin R. Matheny
Musical Dirs.....Curtis Burnside, Jerry Webb
Chief Engineer, Farm Editor..Chester J. Stuart

# KNPT

## NEWPORT—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Yaquina Radio, Inc.
Business Address.....Box 682
Phone Number .....560
Studio-Transmitter Address...N. city limits of Newport
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....John Keating
Pres., Gen.-Station Mgr.....Tom R. Becker
Commercial Mgr.....Leonard Epling
Prog.-Musical Director.....Silvia Becker
Prod. Dir., Chief Announcer, Farm Editor.....Bob Gleason
Station Relations.....Joe Kortman
Chief Engineer.....Leo Reetz

# KSRV

## ONTARIO—1946—OREGON TRAIL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Inland Radio, Inc.
Business-Studio Address.....Box 540
Phone Number .....212
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Capitol, World, Thesaurus, Cole
Membership .....NAB, BMB
President.....Lee W. Jacobs
Station Manager.....Gordon L. Capps
Commercial Manager.....John W. Powell
Sales Promotion Mgr.....Elliot B. Behrens
Program Director.....Ray Kozak
Chief Engineer.....Charles E. Harland
Farm Editor.....Hal Corwin

# KGON

## OREGON CITY—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clackamas Bcstrs.
Business-Studio Address.....Box 391
Phone Number .....7111
News Service .....AP
Transcription Service.....Capitol, Lang-Worth, World
General Manager.....Floyd C. Bain

# KWRC

## PENDLETON—1941

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Business Address.....P. O. Box 178
Phone Number .....1425
Studio-Transmitter Location..End of S.W. Sixth
Air Time .....Unlimited
News Service .....UP
Pres., Gen. Mgr.....V. B. Kenworthy
Station Manager.....Ted A. Smith
Comm. & Prod.....Ray L. Benningson
Program Director.....Edward J. Warmoth

# KBKO

## PORTLAND—1948

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Mercury Bcstg. Co.
Bus.-Studio Address.....1212 Failing Bldg.

# KEX

## PORTLAND—1926—ABC

Frequency: 1190 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Bus.-Studio Address.....1230 S.W. Main St.
Phone Number.....CApitol 1881
Transmitter Location.....Clackamas
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Associated, SESAC
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
General Manager.....J. B. Conley
Station Manager.....C. S. Young
Sales Manager.....Eldon Campbell
Sales Prom. & Pub. Mgr....Charles L. Burrow
Program Manager.....Mel Bailey
Production Director.....Ken Finley
Musical Director.....George Burns
Chief Engineer.....Thomas Ely

# KGW

## PORTLAND—1922—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By....The Oregonian Publishing Co.
Bus.-Studio Address.....1320 S.W. Broadway
Phone Number.....BEacon 6364
Transmitter Location.....No. Portland
Air Time.....6 a.m.-M.
News Service.....AP, INS
Transcription Service..Lang-Worth, Thesaurus, World
Representative .....Edward Petry
Membership .....NAB, BMB
President.....E. B. MacNaughton
General Manager.....M. J. Frey
Station Manager.....H. Quenton Cox
Commercial Manager.....J. N. Wassam
Program Director .....Homer Welch
Dir. of Pub. Rel., Pub. Dir.....Frank Coffin
Chief Announcer.....Bob Tomlinson
Musical Director.....Abe Bercovitz
Chief Engineer.....Harold C. Singleton
Farm Pgm. Dir.....Wallace L. Kadderly

# KOIN

## PORTLAND—1926—CBS

Frequency: 970 Kc.....Power: 5000 Watts
Owned-Operated By.....KOIN, Inc.
Business Address.....P. O. Box 1031
Phone Number.....ATwater 3333
Studio Address.....New Heathman Hotel
Transmitter Location .....Sylvan
Air Time.....6 a.m.-M.
News Service.....AP, INS, UP
Transcription Service.....World, Capitol, Associated
Representative .....Avery-Knodel
Membership .....NAB, BMB
President, Owner.....Marshall Field
Gen.-Sta.-Comm. Mgr.....Harry H. Buckendahl
Promotion Manager.....Marc Bowman
Program Director.....Ted W. Cooke
Production Director.....Willard Mears
Chief Announcer.....Duncan Macleod
Musical Director.....Owen Dunning
Chief Engineer.....Louis S. Bookwalter
Farm Editor.....Luke L. Roberts

# KPDQ

## PORTLAND—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Operated By.....John W. Davis
Bus.-Studio-Transmitter Address....Oaks Park
Phone Number.....VErmont 6142
Air Time .....Daytime
News Service .....AP
Transcription Service.....Associated, Capitol
Representative.....William G. Rambeau
Owner, Gen. Mgr.....John W. Davis
Prog.-Musical Dir.....Donovan Zundel
Chief Announcer, Chief Engineer.....R. F. Johnson

# KPOJ

## PORTLAND—1932—MBS-DON LEE

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By.....Journal Publishing Co.
Bus.-Studio Address.....919 S.W. Taylor St.
Phone Number.....Br. 3484
Transmitter Location.....P. O. Address R. 1, Box 2433
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Associated
Representative .....John Blair
Membership .....NAB, BMB
President.....P. L. Jackson
General-Station Manager.....R. M. Brown
Commercial Manager.....Alan L. Torbet
Program Director.....Thomas J. Swafford
Production Director.....Hugh Smith
Publicity Director.....Byron G. Shrader
Chief Announcer.....Lou Gillette
Musical Director.....Allen Uhles
Chief Engineer.....A .E. Richmond
Farm Service Dir.....Alvin D. Bauer

# KWJJ

## PORTLAND—1927—UNITED-PACIFIC

Frequency: 1080 Kc.....Power: 10,000 Watts
Owned-Oper. By.....KWJJ Bcst. Co., Inc.
Bus.-Studio Address.....1011 S.W. 6th Ave.
Phone Number.....Atwater 4393
Transmitter Location.....No. Portland
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative .....Burn-Smith
Membership .....NAB
President.....Wilbur J. Jerman
Gen.-Station Mgr.....William E. Richardson
Commercial Manager.....Jerry Speerstra
Sales Prom. Mgr., Pub. Dir.....Ben Crosby
Program-Production Dir.....Rene Bozarth
Chief Announcer.....Art Morey
Musical Director.....John Emmel
Chief Engineer.....Dwight Loomis

# KXL

## PORTLAND—1926—PACIFIC N.W.

Frequency: 750 Kc.....Power: 10,000 Watts d.
Owned-Operated By.....KXL Bcstrs.
Business-Studio Address.....Orpheum Bldg.
Phone Number.....BR. 6451
Transmitter Location.....Town of Harmony
Air Time .....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, Keystone, Standard
Representatives .....Walker, Moore
Pres., Gen.-Sta.-Comm. Mgr.....H. S. Jacobson
Prog.-Pub. Director.....Paul Robinson
Production Manager.....Jackson Fleming
Chief Engineer.....Ralph Mifflin
Farm Editor.....Ben Buisman

# KRNR

## ROSEBURG—1935
## MBS-DON LEE-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....News Review Co.
Business Address.....134 N. Jackson St.
Phone Number .....4
News Service .....AP
Transcription Service....Standard, World, KBS
Representatives .....John Keating, Griffith
President .....Frank Jenkins
General Manager.....Iris Rice Helliwell
Commercial Manager.....Del McKay

# KOCO

## SALEM—1947—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....B. Loring Schmidt
Bus.-Studio-Transmitter Address...1426 Edgewater St., W. Salem

Phone Number .....3-3108
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Capitol, Thesaurus, Keystone
Representative.....William G. Rambeau
Membership .....NAB
General Manager.....B. Loring Schmidt
Commercial Manager.....Earle W. Headrick
Program Director.....Jack Zubon
Production Director.....William A. Exline
Chief Engineer.....Edward C. McElroy, Jr.

## KSLM

### SALEM—1939—MBS-DON LEE

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Operated By.....Oregon Radio, Inc.
Business Address .....Salem
Phone Number .....3-4831
Studio Address.....Senator Hotel Bldg.
Transmitter Location.....Kingwood Hghts.
Air Time..... 6a.m.-1 a.m.
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant
Membership.....NAB, BMB, FMA
Pres., General Mgr.....Glenn McCormick
Station Comm. Manager.....Hal Byer
Program Director.....Ester Konantz
Chief Announcer.....Blaine Hanks
Chief Engineer.....Clyde Carlton

## KTIL

### TILLAMOOK—1947—KBS

Frequency: 1590 Kc.....Power: 250 Watts
Owned-Oper. By....Tillamook Bcstg. Co., Inc.
Business Address.....Star Route W., Box 24
Phone Number .....1122
News Service .....AP
Transcription Service.....World, KBS
Representative .....John Keating
President.....Fred H. Guyton
General Manager.....Mel Baldwin
Sales Manager.....Jim Kelly

# PENNSYLVANIA

*Estimated Population 10,689,000—Increase +3.0%—Radio Homes 2,746,700*
*Total Families 2,879,900—Stations in State 100*

## WAEB

### ALLENTOWN—1948—ABC

Frequency: 790 Kc.....Power: 500 Watts d.; 1000 Watts n.
Owned-Oper. By.....Valley Bcstg. Corp.
Bus.-Studio-Transmitter Address.....K. & S. Bldg., 7th & Hamilton Sts.
Phone Number.....Allentown 4-9364
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative.....George P. Hollingbery
Pres., Gen. Mgr.....Joseph M. Nassau
Commercial Manager....Howard Wasserman
Program Director.....James A. Nassau
Chief Engineer.....Martin N. Oebbecke

## WHOL

### ALLENTOWN—1948—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By...Allentown Bcstg. Corp.
Bus.-Studio-Transmitter Address....1125 Colorado Ave.
Phone Number.....Allentown 4-4801
Air Time .....7 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Robert Meeker
Membership .....NAB
Pres., Gen. Mgr.....Lewis Windmuller
Commercial Manager..Roderick E. Schoenlank
Sales Prom. Mgr., Pub. Dir....C. Robert Glover
Chief Engineer.....Gerald B. Werst

## WKAP

### ALLENTOWN—1946—KBS

Frequency: 1580 Kc.....Power: 1000 Watts d.
Operated By.....Allentown Bcstg. Co.
Bus.-Studio Address.....715 Hamilton St.
Phone Number .....3-3166
Transmitter Location....Jordan Pkway, Route 145, Whitehall Township
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Lang-Worth, Keystone
Representative .....Forjoe
Membership .....NAB
President.....N. Joe Rahall
General Manager.....O. R. Davies
Sales Prom. Mgr.....Jack J. Dash
Program Director.....Gerald Williams
Chief Announcer.....Marshall Cleaver
Chief Engineer.....C. Frank Cordaro

## WSAN

### ALLENTOWN—1923—NBC

Frequency: 1470 Kc.....Power: 5000 Watts

Owned-Oper. By....Lehigh Valley Bcstg. Co.
Bus.-Studio Address.....39-41 N. Tenth St.
Phone Number.....Allentown 9511
Transmitter Location....Old Catasauqua Rd., Route 1
Air Time.....7 a.m.-M.
News Service.....AP, UP
Transcription Service.....Standard, Thesaurus
Representative .....Headley Reed
Membership .....NAB, BMB
President.....J. Calvin Shumberger
V.P., Managing Dir.....B. Bryan Musselman
Office Manager.....Olivia P. Musselman
Dir. of Programs.....George Y. Snyder
Technical Supervisor....Reuel H. Musselman

# WFBG

## ALTOONA—1924—NBC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Gable Bcstg. Co.
Bus.-Studio Address.....Wm. F. Gable Co.
Phone Number .....6467
Transmitter Location.....Atop Gable Store
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....George P. Gable
Managing Director.....John M. Snyder
Chief Announcer.....James Gates
Musical Director.....George Burgoon
Farm Editor.....Eugene Hammil

# WJSW

## ALTOONA—1947—MBS

Frequency: 1290 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Altoona Bcstg. Co.
Bus.-Studio Address.....1413 11th Ave.
Phone Number .....9301
Transmitter Location.....Goods Lane, Logan Township
Air Time .....7 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....NAB
President.....Herbert T. Wolf
General Mgr.....Thomas W. Metzger
Station-Comm. Mgr.....James E. Moren
Sales Prom. Mgr.....D. Ruel Burkhart
Program Director.....Lois M. Huey
Production Director.....Charles Flynn
Publicity Director.....Richard Gibboney
Chief Announcer.....Tom Torrisi
Musical Director.....Mike Croft
Chief Engineer.....C. Irvin Metzger
Farm Editor.....Harvey Miller

# WRTA

## ALTOONA—1947—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Thompson Bcstg. Co.
Operated By.....Roy F. Thompson
Bus.-Studio-Transmitter Address.....1421 12th Ave.
Phone Number .....6646
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Thesaurus, SESAC
Representative .....Robert Meeker
Membership .....NAB
Gen.-Sta.-Comm. Mgr.....Roy F. Thompson
Sales Prom. Mgr.....William Clear
Program Director.....Dorothy M. Thompsson
Musical Director.....Robert Michael
Production Director.....John E. Riley
Chief Engineer.....George R. Burgoon
Farm Editor.....Robert Klar

# WVAM

## ALTOONA—1948—CBS

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Operated By.....General Bcstg. Corp.
Business-Studio Address...2801 Edgewood Dr.
Phone Number .....8127
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Weed
President.....Emanuel S. Leopold
Gen.-Comm. Manager.....D. L. Sellers
Prog. Dir., Prom. Mgr.....Mike Grant
Chief Engineer.....J. J. Ralston

# WAVL

## APOLLO—1947

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-Borough Bcstg. Co.
Bus.-Studio Address.....401-403 Forth Ave.
Phone Number.....Apollo 480
Transmitter Location..1¾ Mi. E. of Apollo on Rt. No. 56
Air Time .....Daytime
News Service .....UP
Transcription Service.....SESAC, Cole
Representative .....Rural Radio
General Manager.....Cecil F. Clifton
Commercial Manager.....Meredith Twining
Program Director.....Carmen Tubby
Publicity Director.....Larry Caldwell
Chief Engineer.....H. E. Smith
Farm Editor.....A. J. West

# WBVP

## BEAVER FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WBVP, Inc.

Business-Studio Address...1216 Seventh Ave.
News Service .....UP
Transcription Service.....Capitol, Standard
Preisdent, General Mgr.....Frank R. Smith, Jr.
Commercial Mgr.....Thomas B. Price
Program Director.....Gerry Goff
Promotion Manager.....Jean Biggard
Chief Engineer.....Bill Hines

# WGPA

## BETHLEHEM—1946

Frequency: 1100 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Bethlehems' Globe Pub. Co.
Bus.-Studio Address.....426 Brodhead Ave.
Phone Number .....6-8074-5
Transmitter Location....Eighth Ave. & Dell St.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....World, Capitol
Membership .....NAB
Vice President.....Rolland L. Adams
Sta.-Comm. Mgr.....Arthur C. McCracken
Program Director.....Stefan George
Publicity Director.....Jack Perry
Musical Director.....Betty Fry
Chief Engineer.....Edwin L. Rybak
Farm Editor.....Joe Prentice

# WCNR

## BLOOMSBURG—1946

Frequency: 930 Kc.....Power: 500 Watts
Owned-Oper. By.....The Columbia-Montour Bcstg. Corp.
Bus.-Studio Address.....38 W. Main St.
Phone Number .....1700
Transmitter Location.....Bloomsburg RFD
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
President.....Robert R. Eyerly
General Manager.....Ed Darlington
Commercial Manager.....John Girton
Chief Engineer.....Stanton Davis

# WLTR

## BLOOMSBURG—1947

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Bloom Radio, Inc.
Business-Studio Address.....Hotel Magee
Phone Number .....1800-1
Transmitter Location.....Scott Township
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
President.....Harry L. Magee
General-Station Mgr.....C. G. Moss
Commercial Manager.....Homer Cox
Sales Prom. Mgr., Prog. Dir.....Roy Nassau
Production Director.....Mark Jury
Publicity Director.....Laura Fairchild
Chief Engineer.....Park H. Cassady
Musical Director.....Ray Calabrese
Farm Editor.....Walt Lewis

# WLOA

## BRADDOCK—1947

Frequency: 1550 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Matta Bcstg. Co.
Business-Studio Address...1233 Braddock Ave.
Phone Number.....Electric 1100 (Pittsburgh)
News Service .....UP
Transcription Service...Lang-Worth, Standard, World
Representative .....Friedenberg
President, General Mgr.....William G. Matta
Commercial Manager.....George Matta
Program Director.....Paul McCandless
Chief Engineer.....James Schultz

# WESB

## BRADFORD—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Bradford Publications, Inc.
Business Address.....43 Main St.
Phone Number.....7174-5, 3173
Studio Address.....35 Main St.
Transmitter Location.....High St. Ext.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, World
Representative.....McGeehan & O'Mara
Membership .....NAB
President.....Lester R. Edwards
Gen.-Comm. Mgr.....Joseph M. Cleary
Sales Prom. Mgr., Pub. Dir...William V. Peters
Prog. Dir., Farm Editor.....Joseph V. Lentini
Prod. Dir., Chief Announcer..Robert C. Norman
Musical Director.....George M. Ward
Chief Engineer.....David W. Jefferies

# WISR

## BUTLER—1941—KBS

Frequency: 680 Kc.....Power: 250 Watts d.
Owned-Oper. By.....The Butler Bcstg. Co.
Business-Studio Address.....357 N. Main St.
Phone Number .....4701
Transmitter Location.....McKinley Ave. Ext.
Air Time.....Sunrise-local sunset
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Representative .....Forjoe
Membership .....NAB, BMB
President .....David Rosenblum
Commercial Manager.....Paul H. Martin
Program Director.....Robert Kaufman
Publicity Director.....Joel Rosenblum
Chief Engineer.....Paul Rex
Farm Editor.....R. H. McDougal

# WLXW

## CARLISLE—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Philip Mathews
Bus.-Studio Address.....60 Moorland Ave.
Owner .....Philip Mathews

# WCHA

## CHAMBERSBURG—1946

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chambersburg Bcstg. Co.
Bus.-Studio Address.....Craft Press Bldg.
Phone Number .....1110-1
Transmitter Location.....Route No. 6, Warm Spring Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Thesaurus, Capitol
Representative .....Forjoe
Membership .....NAB
Pres., Gen.-Station Mgr.....John S. Booth
Comm.-Sales Prom. Mgr.....Charles M. Cassel
Program Director.....Earl Strine
Prod.-Pub. Director.....M. Goodwin Clarke
Chief Announcer.....Allen Saunders
Musical Dir., Farm Editor.....Edward Leigh
Chief Engineer.....James McCurdy

# WESA

## CHARLEROI—1947

Frequency: 940 Kc.....Power: 250 Watts d.
Owned-Oper. By..Monongahela Valley Bcstg. Corp.
Bus.-Studio-Transmitter Address..Recerational Park
Phone Number.....Charleroi 2300
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Harry Friedenberg
Membership .....NAB
President.....Dr. A. S. Sickman
Gen.-Station-Comm. Mgr.....John E. Karabin
Sales Prom. Mgr., Pub. Dir.....Robert Vesel
Prog.-Prod. Dir.....Charles C. Rutledge, Jr.
Chief Announcer, Musical Director.....William Ryan, III
Chief Engineer.....Henry Neiderkofler

# WPWA

## CHESTER—1947

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Lou Poller
Business Address .....Chester
Phone Number .....3-1641
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, Capitol
Membership .....NAB
Owner .....Lou Poller
General Manager.....M. A. Mandel
Sales Promotion Mgr.....Burton Levin
Program Director.....Bob Johnson
Chief Engineer.....Harry Simmington

# WVCH

## CHESTER—1947

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Operated By.....James M. Tisdale
Bus.-Studio Address...Wolf Bldg., Market Sq.
Phone Number .....Chester 2-8861
Transmitter Location..Bridgewater Rd., RD 1
Air Time .....Sunrise-sunset
News Service .....UP
Pres., Gen. Mgr., Pub. Dir....James M. Tisdale
Station Manager.....Tom Harvey
Commercial Manager.....Dan Safron
Sales Prom. Manager.....Jack Carrol
Prog.-Musical Dir.....Edna Whittington
Chief Announcer.....Tom Harvey
Chief Engineer.....James M. Tisdale
Farm Editor.....Phil Steer

# WCPA

## CLEARFIELD—1947

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Progressive Publishing Co., Inc.
Business Address.....206 E. Locust St.
Phone Number .....5-5541
Studio Address.....215 Church St.
Transmitter Location .....Clearfield R.D.
Air Time .....Daytime
News Service .....UP
Transcription Service.....Thesaurus, Capitol, World
Membership .....NAB
President .....Richard Kennard
General Manager.....W. K. Ulerich
Sta. Mgr., Prog.-Pub. Dir.....W. J. Thomas
Comm.-Sales Prom. Mgr.....W. C. Plummer
Chief Announcer, Musical Dir...Joseph Milsop
Chief Engineer.....Llewellyn Duck
Farm Editor.....W. O. Mitchell

# WTWS

## CLEARFIELD—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Airplane & Marine Instruments, Inc.
Address.....P. O. Box 868
Phone Number .....5-9616
News Service .....INS
Transcription Service .....World
President.....Theodore W. Stemmler
Mgr., Comm. Mgr.....Marsha Davenport
Sta. Mgr., Prog. Dir.....Kenneth D. Snyder
Promotion Manager.....Robert A. Rexroad
Chief Engineer.....Miles Lewis

# WCVI

## CONNELLSVILLE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Connellsville Bcstrs., Inc.
Bus.-Studio Address....124 W. Crawford Ave.
Phone Number.....Connellsville 2700
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, SESAC, Capitol
Pres., Gen.-Sta. Mgr.....J. Wylie Driscoll
Chief Engineer.....R. H. Fasulkey

# WBUX

## DOYLESTOWN—1948

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Operated By.....Charles M. Meredith
Business-Studio Address.....The Hart Bldg.
Phone Number.....Doylestown 220
Transmitter Location...Doylestown Township
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NAB
Owner, Gen. Mgr.....Charles M. Meredith
Station-Comm. Mgr.....William A. Lynch
Sales Promotion Mgr.....Leon Kehr
Prod. Dir., Chief Announcer.....Neal Call
Chief Engineer.....Paul Fireman
Farm Editor.....Chuck Fairchild

# WCED

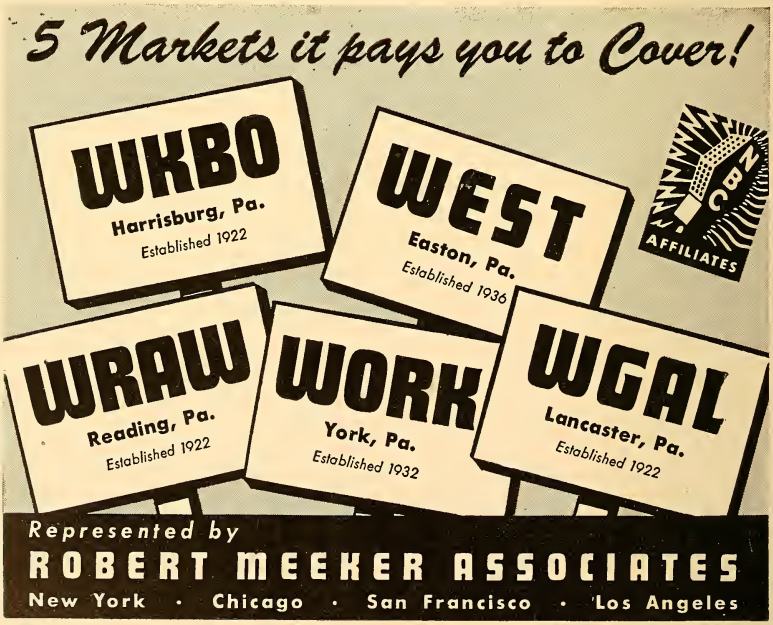
## DUBOIS—1941—CBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Tri-County Bcstg. Co.
Bus.-Studio-Transmitter Address..80 N. Park Pl.
Phone Number .....1700
News Service .....UP
Transcription Service .....Keystone
President .....Harold Gray
Gen. Mgr., Pub. Dir.....Jason S. Gray
Station-Comm. Manager.....Les Ryder
Program Director.....Virginia Ryder
Chief Engineer.....Vernon Stahl

# WEST

## EASTON—1936—NBC-MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Bcstrs., Inc.

Bus.-Studio Address.....516 Northampton St.
Phone Number .....6131
Transmitter Location.....Williams Township
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....Elwood C. Anderson
Natl. Sales Manager.....J. Robert Gulick
Program Director.....Eugene Bethman
Chief Engineer.....J. E. Mathiot

## WERC
### ERIE—1941—NBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Presque Isle Bcstg. Co.
Bus.-Studio-Transmitter Address..121 W. 10 St.
Phone Number .....26-918-9
Air Time .....Unlimited
News Service .....UP
Transcription Service..Associated, Lang-Worth
Representative .....Weed
President.....Jacob A. Young
General Manager.....Charles E. Denny
Station Manager.....J. J. Young
Commercial Manager.....Art Ingram
Program Director.....Virginia Donachy
Chief Announcer.....John Michael
Chief Engineer.....Ken Hestor

## WIKK
### ERIE—1948—ABC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned By.....Community Service Bcstg. Co.
Bus.-Studio Address.....1021 State St.
Phone Number .....23-249
Transmitter Location .....Waterford
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Taylor-Borroff
Membership .....NAB
President .....Keith Kiggins
General Manager.....Ted Nelson
Commercial Manager.....John Rossiter
Program Director.....E. D. Harvey
Chief Engineer.....Hugo A. Bondy

## WLEU
### ERIE—1933
### MBS-QUAKER-WM. PENN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....WLEU Bcstg. Corp.
Bus.-Studio-Transmitter Address.....2nd Fl. Commerce Bldg., 12th & State Sts.
Phone Number.....23-327, 22-129
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....World, Thesaurus
President.....Leo J. Omelian
V.P., Gen.-Sta. Comm. Mgr...V. Hamilton Weir
Secretary .....Calire Theno
Musical Director.....Anthony Conti
Chief Engineer.....George Roland
Farm Editor.....Paul Crossman

## WHJB
### GREENSBURG—1934

Frequency: 620 Kc.....Power: 250 Watts d.
Owned-Oper. By....Pittsburgh Radio Supply House
Bus.-Studio-Transmitter Address..Penn Albert Hotel
Phone Number.....Greensburg 3740
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Wililam G. Rambeau
Membership .....NAB, BMB
President.....H. Kenneth Brennen
General-Comm. Mgr.....G. J. Podeyn
Program Director.....John Howard
Chief Engineer.....L. L. Allen

## WHGB
### HARRISBURG—1945

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Harrisburg Bcstg. Co.
Bus.-Studio-Transmitter Address....112 Market St.
Phone Number.....2-3456, 6-2646
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Weed
Membership .....NAB, BMB
Pres., Comm. Mgr.....Herbert Kendrick
General Manager.....Jack Hooper
Program Director.....Stan Bowman
Production Director.....Betsy Heagy
Pub.-Musical Dir.....Red McCarthy
Chief Announcer.....Fred Greene
Chief Engineer.....Woody Schlegel

## WHP
### HARRISBURG—1924—CBS

Frequency: 1460 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WHP, Inc.
Business-Studio Address.....216 Locust St.
Phone Number .....4-3211
Transmitter Location .....Harrisburg-Hershey Hway., 4 Mi. E. of Harrisburg
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service....Standard, Associated
Representative .....Bolling
Membership .....NAB, BMB

# to . . . WAZL

*Day in and Day Out!*

## in the GREATER HAZLETON TRADING AREA

The attached Conlan survey tells the story! Read it completely and see for yourself how WAZL dominates the listening audience! . . . We're located in Luzerne—the third largest county in Pennsylvania with 441,518 inhabitants!

☆ **Coverage?** SURE! . . . we serve four counties in this great state of Pennsylvania . . . Primary coverage area, 224,579; Metropolitan Hazleton trading area 131,000.

☆ **Network?** SURE! . . . two of them! NBC and Mutual.

☆ **Service?** SURE! . . . complete staff of experienced personnel . . . three of original staff members still with the station since it went on the air in 1932! They have the "know-how!"

☆ **Results?** SURE! . . . ask the satisfied clients using WAZL year after year . . . some of them for 16 years.

☆ **Promotion?** SURE! . . . outstanding promotion jobs for clients year after year . . . awards won regularly. Look at the records!—Right ahead of 50,000 watt stations on program promotion!!!

☆ **Representation?** SURE . . . Robert Meeker Associates, 521 Fifth Avenue, New York City.

*"Power Alone is Not Enough"*

It takes:

PROGRAMS . . . we have them! PROMOTION . . . we do it!

PERSONNEL . . . our staff is experienced in the "know-how" of radio!

VIC DIEHM
General Manager

# WAZL

HAZLETON, PA.

**1490 kc.**

AFFILIATE

* *Represents our peak audience figure. Overall percentage for entire survey 67.5%.*

Gen.-Sta.-Comm. Mgr.....A. K. Redmond
Sales Prom. Mgr.....Beatrice Potteiger
Program Director.....Dick Redmond
Production Director.....Harry Hinkley
Publicity Director.....John Price
Musical Director.....David Shoop
Chief Engineer.....E. Daniel Leibensperger
Farm Editor.....George Wirt

## WKBO

### HARRISBURG—1922—NBC-MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Keystone Bcstg. Corp.
Bus.-Studio Address.....31 N. Second St.
Phone Number .....4-0191
Transmitter Location.....Penn Harris Hotel
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....David J. Bennett, Jr.
Natl. Sales Manager.....J. Robert Gulick
Program Director.....Don Wear
Chief Engineer.....J. E. Mathiot

## WAZL

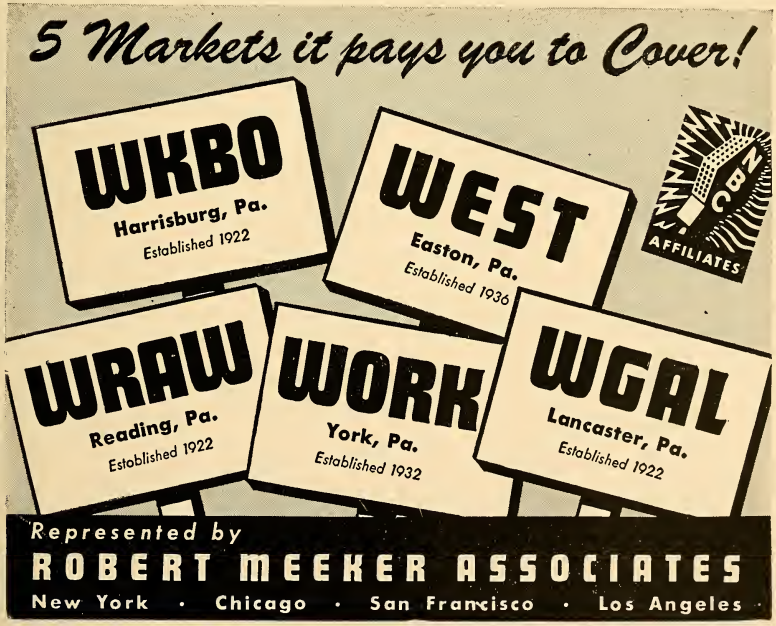
### HAZLETON—1932—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hazleton Bcstg. Co.
Bus.-Studio Address.....708 Hazleton Natl. Bank Bldg.
Transmitter Location.....610 E. Berner Ave.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Robert Meeker
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Victor C. Diehm
Comm.-Sales Prom. Mgr.....Thomas Tito
Prog. Dir., Chief Announcer.....Don Murray
Production Manager.....Dave Davies
Publicity Director.....Kathryn Kahler
Musical Director.....John Stanziola
Chief Engineer.....Elwood Tito
Farm Editor.....Paul Brown

## WHOD

### HOMESTEAD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By...Steel City Bcstg. Corp.



Bus.-Studio Address.....105 E. Seventh Ave.
Phone Number.....HO 0027
Transmitter Location.....W. Mifflin Borough
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
President .....Carl Cuda
General-Comm. Mgr.....Roy Ferree
Sta. Mgr., Prog. Dir.....Raymond Scott
Sales Prom. Mgr., Pub. Dir.....Sid Dickler
Production Director.....Diana Birkenfield
Chief Engineer.....James Herbert

# WHUN

## HUNTINGDON—1946—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....The Joseph F. Biddle Publ. Co.
Operated By.....Radio Station WHUN
Bus.-Studio Address.....400 Washington St.
Phone Number .....1291
Transmitter Location.....27th & Murray Aves.
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service.....SESAC, Standard, Keystone
President.....John H. Biddle
General Manager.....Samuel L. Stroh, Jr.
Program Director.....Cary H. Simpson
Chief Engineer.....Ernest A. Craig

# WDAD

## INDIANA—1946—CBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Indiana Bcst., Inc.
Bus.-Studio Address.....637 Philadelphia St.
Phone Number .....1780
Air Time .....7 a.m.-M.
News Service .....AP
Transcription Service.....Standard, Keystone
Membership .....NAB
President.....Paul J. Short
General Manager.....John S. Booth
Station Manager.....Thompson K. Cassel
Commercial Manager.....Frank J. Richards
Program Director.....Paul Flynn
Chief Engineer.....Rudy F. Milhalick

# WARD

## JOHNSTOWN—1946—CBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Central Bcstg. Co., Inc.
Business-Studio Address.....Porch Bldg.
Phone Number .....81-216
Transmitter Location.....Prospect Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Weed
Membership .....NAB
President .....Paul Short
General Manager.....George D. Gartland
Station Manager.....Robert R. Nelson
Commercial Mgr.....Harold J. Fitzgerald
Sales Prom. Mgr.....Louis Peneguy
Program Director.....Robert C. Ebert
Chief Announcer.....William S. Santoro
Musical Director.....John R. Clement
Chief Engineer.....Millard J. Coleman
Farm Editor.....H. C. McWilliams

# WCRO

## JOHNSTOWN—1947—ABC-QUAKER

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Century Bcstg. Corp.
Bus.-Studio Address.....317-319 Main St.
Phone Number .....75-255
Transmitter Location.....Prospect Hill
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Associated
Representative.....Adam J. Young, Jr.
Membership .....NAB, BMB
President.....John J. Keel
General Manager.....John F. Hanssen
Commercial Manager.....Dennis Gerken
Program Director.....Charles Barry
Chief Engineer.....Rexford Ackley

# WJAC

## JOHNSTOWN—1925—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WJAC, Inc.
Bus.-Studio Address....WJAC Bldg., 329 Main St.
Phone Number .....4-1267
Transmitter Location.....Tribune Bldg.
Air Time .....Unlimited
News Service .....AP
Transcription Service....Standard, Thesaurus, Lang-Worth
Representative .....Headley-Reed
Membership .....NAB, BMB
President.....W. W. Krebs
Vice Pres., Treas.....L. W. Barnes
Station-Comm. Mgr.....John P. Foster
Asst. Mgr., Prog. Dir.....Campbell E. Patch
Sec., Asst. to the Mgr.....Edythe Brubaker
Chief Engineer.....N. L. Straub

# WACB

## KITTANNING—1948

Frequency: 1380 Kc.....Power: 500 Watts d.
Owned-Oper. By.....The Armstrong County Bcstg. Corp.
Bus.-Studio Address.....325 Market St.
President.....Lawrence W. Henry
Vice President.....Joseph B. Moore

# WKIN

## KITTANNING—1948

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WKIN, Inc.
Bus.-Studio Address.....133 N. Jefferson St.
Phone Number .....1350
News Service .....UP
Transcription Service....Lang-Worth, Standard
Pres., General Mgr.....Julian L. Liebman
Commercial Manager....H. Warren Anderson
Prog. Dir., Prom. Mgr.....Charles Goodwin
Chief Engineer.....Benjamin Franklin

# WGAL

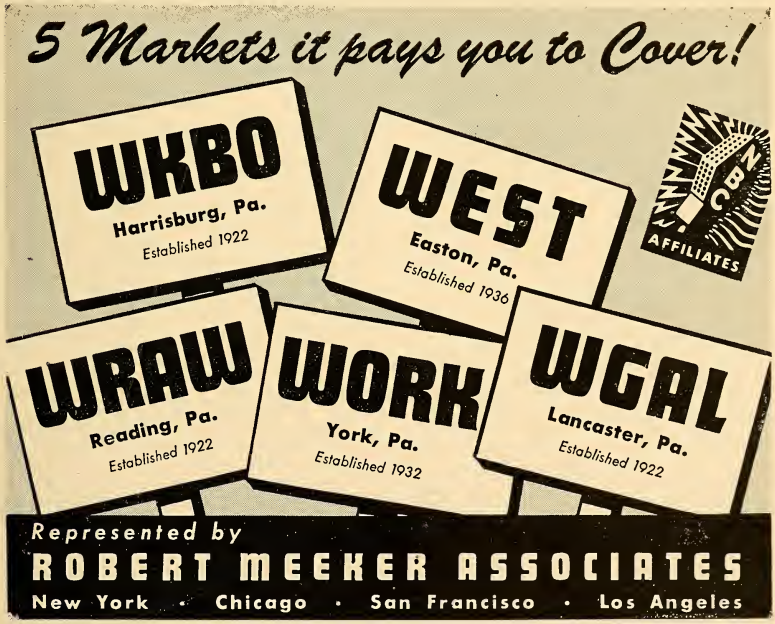
## LANCASTER—1922—NBC-MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WGAL, Inc.
Bus.-Studio-Transmitter Address....8 W. King St.
Phone Number .....5251
Air Time.....6:30 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB
President.....Clair R. McCollough
Station Manager.....Walter O. Miller
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Ernest Stanziola
Chief Engineer.....J. E. Mathiot

# WLAN

## LANCASTER—1946—ABC-QUAKER

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Peoples Bcstg. Co.
Bus.-Studio Address.....252 N. Queen St.
Phone Number .....7261-2
Transmitter Location.....RFD, Lancaster
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Headley-Reed
Membership .....NAB
Pres., Gen. Mgr.....Frank H. Altdoerffer
Asst.-Comm.-Sales Prom. Mgr.,
Publicity Director.....John D. Hymes
Prog.-Prod. Director.....Roderick A. Mitchell
Chief Announcer.....Robert C. Harnish
Musical Director.....Robert Q. Stetler
Chief Engineer.....John Shaub
Farm Editor.....Elden Spangler

# WLBR

## LEBANON—1946

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Lebanon Bcstg. Co.
Bus.-Studio Address....8th & Cumberland Sts.
Phone Number .....3900
Transmitter Location.....Hill Church
Air Time.....6 a.m.-sunset
News Service .....AP
Transcription Service .....World
Representative.....William G. Rambeau
Membership .....NAB, BMB
President.....H. Raymond Stadiem
General Manager.....Lester P. Etter
Station Manager.....Julian F. Skinnell
Commercial Manager.....Philip J. Reilly
Production Director.....William S. Halpern
Publicity Director.....Robert Sweigart
Chief Engineer.....M. Leonard Savage

# WCMB

## LEMOYNE—1948

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Oper. By.....Rossmoyne Corp.
Bus.-Studio Address....Lemoyne Theater Bldg.
Phone Number.....Harrisburg 4-3005
Transmitter Location.....Poplar Church Rd., E. Pennsboro Township
Air Time .....Daytime
News Service .....AP
Transcription Service .....Associated
Representative .....Donald Cooke
Membership .....NAB
President.....Edgar T. Shepard, Jr.
General-Station Manager.....Ed K. Smith
Commercial Manager.....John T. Burnite
Sales Promotion Mgr.....Robert Cross
Prod.-Musical Director.....Don Jacobs
Chief Announcer.....John Archer
Chief Engineer.....Howard Bair
Farm Editor.....Gordon Jones

# WMRF

## LEWISTOWN—1941—NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Lewiston Bcstg. Co.
Business-Studio Address.....5 W. Market St.
Phone Number .....6757
Transmitter Location.....Derry Township
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
Membership .....NAB, BMB
General-Station Manager..Thomas W. Metzger
Comm.-Sales Prom. Mgr., Program Director.....Ralph Parker
Pub. Dir., Farm Editor.....Jim Cox
Chief Announcer.....George Yack
Chief Engineer.....Bernard Bopp

# WBPZ

## LOCK HAVEN—1947—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Lock Haven Bcstg. Corp.
Bus.-Studio Address.....132½ E. Main St.
Phone Number .....4038
Transmitter Location.....Allison Township
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service.....Standard, SESAC
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....Donald C. Welch
General-Station Manager.....Harris Lipez
Comm.-Sales Prom. Mgr.....Joseph J. Nevins
Program Director.....Maude Kauffman
Production Director.....L. Willard Poff
Publicity Director.....Richard F. Hartzell, Jr.
Chief Announcer.....Roger Moyle
Musical Director.....John Skerda
Chief Engineer.....Kenneth B. Caum
Farm Editor.....John B. McCool

# WEDO

## McKEESPORT—1946

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Tri-City Bcstg. Co.
Business-Studio Address.....547 Fifth Ave.
Phone Number.....McKeesport 7167, Homestead 3113
Transmitter Location.....Foster Rd.
Air Time.....Local sunrise-local sunset
News Service.....AP, INS
Transcription Service.....Associated, World, Capitol, Thesaurus
Representative.....Burke, Kuipers & Mahoney
Membership .....NAB
Pres., Gen. Mgr.....Edward J. Hirshberg
Station-Comm. Mgr.....Edward J. Patrick
Sales Prom. Mgr.....Mildred G. Sheridan
Program-Production Dir.....John H. Stewart
Publicity Director.....David T. Williams
Chief Announcer.....Joe Guba
Musical Director.....Edward Garbett
Chief Engineer.....Wilkes E. Hurley

# WMCK

## McKEESPORT—1946—KBS

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By...Mon-Yough Bcstg. Co., Inc.
Business-Studio Address.....516 Market St.
Phone Number .....7193-4-5
Transmitter Location.....Lincoln Twp.
Air Time.....7 a.m.-1 a.m.
News Service .....UP
Transcription Service...Lang-Worth, Standard, SESAC, Keystone
President.....George R. Raikes
Gen.-Station-Comm.-Sales Prom. Manager .....Jack Craddock

Prog.-Prod.-Pub. Dir.....Pat Haley
Chief Announcer.....Jim Robertson
Musical Director.....Dave Betcher
Chief Engineer.....Charles White
Farm Editor.....Roy Gallagher

# WMGW

## MEADVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Meadville Bcstg. Serv., Inc.
Bus.-Studio Address....First Natl. Bank Bldg.
Phone Number .....46-723
News Service .....UP
Transcription Service....SESAC, Lang-Worth, Thesaurus
President.....H. C. Winslow
General Manager.....Victor C. Diehm
Commercial Manager.....Lorraine Yuhasz
Program Director.....Thomas A. Tito
Promotion Manager.....Kathryn Kahler
Chief Engineer.....Hoyt Stout

# WBUD

## MORRISVILLE—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Morrisville Bcstg. Co.
Bus.-Studio Address..12 S. Pennsylvania Ave.
Phone Number .....7107
Transmitter Location.....Bank of Delaware, across from Trenton, N. J.
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service.....Capitol, World
President.....Verna S. Hardin
Station Manager.....James Stolcz
Commercial Manager.....Morton Lownes
Sales Prom. Mgr., Pub. Dir.....Bob Kent
Prog.-Prod. Director...William F. Hildenbrand
Chief Engineer.....William A. Brewer

# WHWL

## NANTICOKE—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned By.....Radio Anthracite, Inc.
Operated By .....WHWL
Business-Studio Address.....38 E. Main St.
Phone Number..Nanticoke 1332; Wilkes Barre, Enterprise 1-0539
Transmitter Location.....Avondale, Plymouth Twp.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Standard, Capitol, SESAC
Membership .....NAB
President.....Henry W. Lark
General-Station Mgr.....Milton Laughlin
Program Director.....Robert Bressler
Prod. Dir., Chief Announcer.....Bill Gritman
Chief Engineer.....Bernard Hyzinski

# WKST

## NEW CASTLE—1938—MBS-QUAKER

Frequency: 1280 Kc.....Power: 1000 Watts (C.P. 5000)
Owned-Operated By.....WKST, Inc.
Bus.-Studio Address.....Cathedral Bldg., E. Lincoln Ave.
Phone Number .....5050
Transmitter Location....Savannah Center & Old Pittsburgh Rds.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Katz
Membership .....NAB, BMB
President, General Mgr.....S. W. Townsend
Station-Comm. Mgr., Prog. Dir...A. W. Graham
Sales Prom. Mgr., Pub. Dir.....Al Francis
Production Director.....Harry Reith
Musical Director.....Shirley Kerr
Chief Engineer.....Robert Emch
Farm Editor.....Al Francis

# WKPA

## NEW KENSINGTON—1940

Frequency: 1150 Kc.....Power: 250 Watts d.
Owned-Oper. By....Allegheny-Kiski Bcstg. Co.
Business-Studio Address.....810 Fifth Ave.
Phone Number .....3534
Transmitter Location.....E. Deer Township
News Service .....UP
Transcription Service .....Lang-Worth, MacGregor, SESAC
Representative.....Continental Radio Sales
General-Station-Commercial Mgr., Program Director.....Edward J. Kroen
Chief Announcer.....Michael Felack
Chief Engineer.....W. W. Neely

# WNAR

## NORRISTOWN—1946

Frequency: 1110 Kc.....Power: 500 Watts d.
Owned-Operated By...Norristown Bcstg. Co.
Bus.-Studio Address.....115 W. Main St.
Phone Number.....Norristown 7600
Transmitter Location.....Old Arch Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Representative.....Helen Wood & Colton
Membership .....NAB
President.....N. Joe Rahall
Executive Director.....Farris E. Rahall
Station Manager.....Numa Fabre, Jr.
Commercial Manager.....Arthur H. Beckwith
Program Director.....J. Arthur Lazell
Chief Engineer.....Franklin H. Bisbing

50,000 watts

"Umbrella Coverage"—in all directions

Nation's third largest market

First in every Philadelphia listeners' survey ever made

CBS affiliate

On WCAU you're in Philadelphia

AM
TV
FM

THE PHILADELPHIA BULLETIN STATIONS

# WKRZ

## OIL CITY—1946—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....WKRZ, Inc.
Operated By.....Kenneth Edward Rennekamp
Business-Studio Address.....232 Seneca St.
Phone Number.....4-1260, 4-1269
Transmitter Location.....Rich Hill, Cranberry Township
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service.....World, Keystone
Representative.....Joseph Hershey McGillvra
Pres., Gen.-Sta. Mgr...Kenneth E. Rennekamp
Commercial Mgr.....Clifford Hollenbaugh
Sales Prom. Mgr.....Olivia T. Rennekamp
Prog.-Musical Director.....Dorothy Green
Production Director.....Ruth McCarthy
Publicity Director.....Betty Mae Moon
Chief Announcer.....Michael Gulla
Chief Engineer.....Leo Arcoletti
Farm Editor.....Charles Lampinen

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# KYW

## PHILADELPHIA—1921—NBC

Frequency: 1060 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations., Inc.
Business-Studio Address.....1619 Walnut St.
Phone Number.....LOcust 4-3700
Transmitter Location .....Whitemarsh
Air Time .....Unlimited
News Service.....INS, UP
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
General Manager.....J. B. Conley
Station Manager.....Robert E. White
Sales Manager.....Harvey McCall, Jr.
Sales Promotion.....Paul A. Woodland
Program Manager.....James P. Begley
Publicity Manager.....John P. Meagher
Musical Director.....Clarence Fuhrman
Chief Engineer.....I. N. Eney

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# WCAU

## PHILADELPHIA—1922—CBS

Frequency: 1210 Kc.....Power: 50,000 Watts
Owned-Operated By.....WCAU, Inc.
Business-Studio Address....1622 Chestnut St.
Phone Number.....LOcust 7-7700
Transmitter Location.....Moorestown, N. J.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative .....Radio Sales
Membership .....BMB, FMA
General Manager.....Leon Levy
Asst. General Mgr.....Joseph L. Tinney
Sales Manager.....Alex Rosenman
Sales Promotion Mgr.....Robert N. Pryor
Program Director.....Joseph T. Connolly
Publicity Director.....John J. Kelly
Chief Announcer.....Hugh Walton
Musical Director.....David Stephens
Technical Director.....John G. Leitch
Chief Engineer.....George Lewis
News Editor.....Alfred T. Ringler
Farm Editor.....Amos Kirby

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# WDAS

## PHILADELPHIA—1922

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....William Goldman
Operated By.....WDAS Bcstg. Station, Inc.
Business-Studio Address....1211 Chestnut St.
Phone Number.....LOcust 7-7400
Transmitter Location..Ford Rd. & Midvale Ave., Woodside Pk.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NAB
President .....William Goldman
General-Station Mgr.....Leslie W. Joy
Commercial Mgr.....Lambert B. Beeuwkes
Prog.-Pub. Dir.....M. Leonard Matt
Musical Dir.....Robert Paul Cialoni
Chief Engineer.....Frank W. Unterberger

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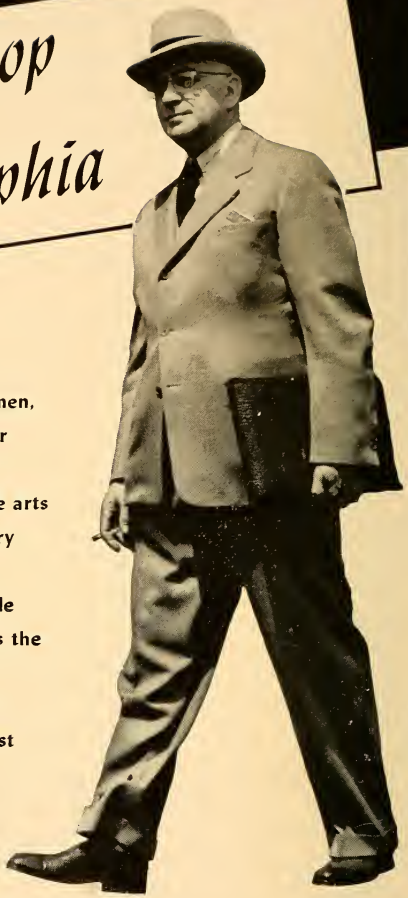
# WHAT

## PHILADELPHIA—1925

Frequency: 1340 Kc.....Power: 100 Watts d.
Owned-Oper. By....Independence Bcstg. Co.
Business-Studio Address.....1505 Walnut St.
Phone Number.....RIttenhouse 6-2058
Transmitter Location.....Penn Sheraton Hotel, 39th & Chestnut Sts.
Air Time .....Daytime
News Service .....AP
Membership .....NAB
Pres., Gen.-Comm.-Sales Prom. Manager.....William A. Banks
Asst. Gen.-Sta. Mgr., Prog.-Prod. Director .....Dolly Banks
Publicity Director.....Annette Oromaner
Chief Announcer.....Bill McCall
Musical Director.....Len Stevens

# First Stop in Philadelphia



There are certain men and women, distinguished by reason of their achievements in such fields as statecraft, science, learning, the arts and industry, whose words carry weight. Radio listeners want to be introduced to these people and to hear these words. That's the reason that whenever a Very Important Person, in whatever field, visits Philadelphia, his first stop is the studios of WFIL.

# WFIL

The Philadelphia Inquirer Station

ABC Affiliate

*Represented nationally by the KATZ Agency*

# WFIL

## PHILADELPHIA—1922
## ABC-QUAKER

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By...Philadelphia Inquirer Div. of Triangle Publications, Inc.
Business-Studio Address.....Widener Bldg.
Phone Number.....RIttenhouse 6 6900
Transmitter Location .....Whitemarsh
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
Membership .....NAB, BMB
General-Station Manager.....Roger W. Clipp
Sales Manager.....John E. Surrick
Sales Prom. Mgr.....Fred Hayward
Program Director.....William A. Farren
Production Manager.....John Norman
Publicity Manager.....Richard Koster
Musical Director.....Norman Black
Chief Engineer.....Louis E. Littlejohn
Farm Editor.....Howard Jones

# WIBG

## PHILADELPHIA—1925

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Seaboard Radio Bcstg. Corp.
Business-Studio Address.....1425 Walnut St.
Phone Number.....Rittenhouse 6-2300
Transmitter Location.....Conshohocken RFD
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Lang-Worth
Representative.....Adam Young, Joe Lang
President.....Paul F. Harron
Gen.-Sta.-Comm. Mgr.....Edward D. Clery
Sales Prom.-Prod. Mgr., Publicity Director.....Rupe Werling
Program Director.....Doug Arthur
Musical Director.....Eric Wilkinson
Chief Engineer.....John H. Henninger
Farm Editor.....Elwood Stutz

# WIP

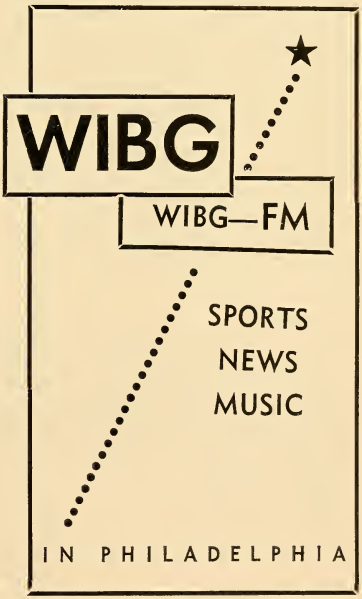
## PHILADELPHIA—1922—MBS

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pennsylvania Bcstg. Co.
Business-Studio Address.....35 S. 9th St.
Phone Number.....WAlnut 2-6800
Transmitter Location.....Bellmawr, N. J.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....World
Representative .....Edward Petry
Membership .....NAB, BMB
Pres., General Mgr.....Benedict Gimbel, Jr.
V.P. & Dir. of Sales.....Gordon R. Gray
Local Commercial Mgr.....Samuel Hill
Sales Prom. Manager.....Ralph H. Minton
Program Director.....Murray Arnold
Production Director.....Varner Paulsen
Publicity Director.....Samuel Elber
Asst. Program Dir.....Edward Wallis
Dir. Education & Spec. Events...Samuel Serota
Chief Engineer.....Reginald K. Harris
Technical Director.....Clifford C. Harris

# WJMJ

## PHILADELHIA—1948

Frequency: 1540 Kc.....Power: 1000 Watts
Owned-Operated By.....Patrick J. Stanton
Business-Studio Address.....St. James Hotel, 13 & Walnut Sts.
Phone Number.....Kingsley 5-7000
Transmitter Location.....7000 River Rd., Delair, N. J.
Air Time .....Daytime
News Service .....AP
Transcription Service .....SESAC
Representative.....Joseph Hershey McGillvra
Owner, Gen. Mgr.....Patrick J. Stanton
Commercial Manager.....Charles Stahl
Sales Prom. Mgr., Pub. Dir.....Jerome Weiss
Prog. Dir., Chief Announcer..Michael Deegan
Production Director.....Jerry Warren
Musical Director.....Kathryn Gillies
Chief Engineer.....Fred Kost



# WPEN Offers Advertisers

CONTINUOUS AUDIENCE BUILDING THRU—

**HOME-POINTED ADVERTISING**

- Newspapers
- Car Cards
- Magazines
- Billboards
- 400 Picture-Poster Boards
- Double Spread Truck Posters, Eastern Seaboard
- 250,000 Direct Mail Listener Cards Yearly
- Courtesy Announcements
- Airplane Streamers

**MERCHANDISING**

- Trade Letters
- Grocery Cards
- Drug Cards
- Window Displays
- Product Displays
- Counter Cards
- Store Posters
- Exclusive Promotion Agreement, Philadelphia Record Dealers Ass'n
- Exclusive Promotion Agreement, Phila. Appliance Dealers Ass'n

TIME ON WPEN IS TIME WITH Philadelphians

950 Represented Nationally by Wm. G. Rambeau Co. 102.9

WPEN The Sun Ray Drug Stations WPEN-FM

IN PHILADELPHIA

# WPEN

## PHILADELPHIA—1929

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....Sun Ray Drug Co.
Operated By.....William Penn Bcstg. Co.
Business-Studio Address.....1528 Walnut St.
Phone Number.....Kingsley 6-0950
Transmitter Location.....Brookhaven Rd. & 77th St.
Air Time..... 6a.m.-1 a.m.
News Service.....AP, UP
Transcription Service .....Associated
Representative.....William G. Rambeau
Membership .....NAB
President.....Albert J. Sylk
General Manager.....Edward C. Obrist
Asst. Mgr., Prog. Dir.....William B. Caskey
Production Director.....Allen Grey
Publicity Director.....T. Harrison Mooney
Chief Engineer.....Charles W. Burtis

# WTEL

## PHILADELPHIA—1926

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Foulkrod Radio Engineering Co.
Business-Studio Address....4312 N. Broad St.
Phone Number.....GLadstone 5-1310, DAvenport 4-4310
Transmitter Location .....Rowlandville
Air Time.....Shares time with WHAT
Pres., Gen. Mgr., Program Dir.....E. Douglass Hibbs
Station Manager.....Henry N. Cocker
Production Director.....Alan Stewart
Chief Engineer.....John Field

# KDKA

## PITTSBURGH—1920—NBC

Frequency: 1020 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Business-Studio Address.....Grant Bldg.
Phone Number.....Grant 4200
Transmitter Location.....Allison Pk.
Air Time .....Unlimited
News Service.....AP, INS, UP
Transcription Service...Associated, Thesaurus
Representative.....Free & Peters
Membership .....BMB
President .....Walter Evans
General Manager.....J. B. Conley
Station Manager.....Joseph E. Baudino
Sales Manager.....George D. Tons
Sales Prom. Manager.....David N. Lewis
Program Manager.....Franklin A. Tooke
Production Director.....Ed P. Young
Publicity Manager.....Lee Curran
Musical Director.....Bernie Armstrong
Chief Engineer.....Theodore C. Kenney
Farm Editor.....Homer H. Martz

# KQV

## PITTSBURGH—1919—MBS

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Oper. By.....Allegheny Bcstg. Corp.
Bus.-Studio Address.....800 Chamber of Commerce Bldg.
Phone Number.....Atlantic 6802
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, SESAC
Representative .....Weed
Membership .....NAB
President.....Charles T. Campbell
Gen.-Comm. Manager.....J. F. Murray
Program Director.....W. M. Burns, Jr.
Publicity Director.....Kennard P. Day
Chief Engineer.....R. F. Hunt

# WCAE

## PITTSBURGH—1922—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAE, Inc.
Bus.-Studio Address.....William Penn Hotel
Phone Number.....ATlantic 6900
Transmitter Location.....Baldwin Township
Air Time .....Unlimited
News Service.....AP, INS
Transcription Service.....Thesaurus, Capitol
Representative .....Katz
Membership .....NAB, BMB
Pres., General Manager.....Leonard Kapner
Sta. Mgr., Prog. Dir.....R. Clifton Daniel
Commercial Manager.....Carl M. Dozer
Sales Prom. Mgr., Pub. Dir.....William Kelley
Production Director.....John Leban
Chief Announcer.....Ralph Fallert
Musical Director.....Baron Elliott
Chief Engineer.....James Greenwood

# WJAS

## PITTSBURGH—1921—CBS

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Pittsburgh Radio Supply House, Inc.
Bus.-Studio Address.....1406 Chamber of Commerce Bldg.
Phone Number.....Grant 4860
Transmitter Location.....1459 Crane Rd., Greentree
Air Time .....Unlimited
News Service.....Transradio, UP
Transcription Service.....Lang-Worth, Cole
Representative.....William G. Rambeau
Membership .....BMB
Pres., Gen. Mgr.....H. K. Brennen
Comm.-Sales Prom. Mgr.....John H. Buchheit
Program Director.....James M. Hughes
Production Director.....Charles M. Kerns, Jr.
Publicity Director.....Irene Cowan
Musical Director.....Lee Kelton
Chief Engineer.....Walter W. McCoy

# WPGH

## PITTSBURGH—1946

Frequency: 1080 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Pittsburgh Bcstg. Co.
Bus.-Studio Address....220 N. Highland Ave., E. Liberty
Phone Number.....EMerson 5000
Transmitter Location.....2500 E. Lane
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative.....Adam J. Young
Membership .....NAB
President.....Henry A. Bergstrom
Gen.-Comm.-Sales Prom. Manager .....Jim Bellamy
Asst. Gen. Mgr., Prog.-Prod. Dir.....Lew Kent
Publicity Director.....Mary Conley
Musical Director.....Bettelou Purvis
Chief Engineer.....J. A. McFarland
Farm Editor.....Keiran Balfe

# WPIT

## PITTSBURGH—1947

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WPIT, Inc.
Bus.-Studio Address.....211 Smithfield St.
Phone Number .....GRant 0794
Transmitter Location.....Mt. Troy Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative.....Joseph Hershey McGillvra
President.....John J. Laux
General-Station Manager.....John L. Merdian
Program Director.....George D. Gailey
Publicity Director.....Rosalia Brennan
Musical Director.....Byron Lippman
Chief Engineer.....John Berninger

# WWSW

## PITTSBURGH—1932—VICTORY

Frequency: 1490 Kc. (CP 970 Kc.)...Power: 250 Watts (CP 5000 Watts)
Owned By.....WWSW, Inc.
Operated By.....Post-Gazette Publ. Co.
Bus.-Studio Address.....Sheraton Hotel
Phone Number.....GRant 5200
Transmitter Location..Fineview Hill, No. Side
Air Time .....Unlimited
News Service .....AP
Transcrption Service .....Standard
Representative .....Forjoe
Membership .....NAB, FMA
President, Gen. Manager.....O. M. Schloss
Station-Comm. Mgr.....Ben W. Muros
Sales Promotion Manager, Publicity Director.....Harold J. Goldstein
Program Director.....W. Fred Joyner
Chief Announcer.....Raymond F. Schneider
Musical Director.....Marie Wilk
Chief Engineer.....Henry R. Kaiser

# WPAM

## POTTSVILLE—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Miners Bcstg. Serv., Inc.
Bus.-Studio Address.....106 S. Centre St.
Phone Number.....Pottsville 5050
Transmitter Location.....Lawton's Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Everett-McKinney
Membership .....NAB, BMB
President.....Joseph L. Maguire
General Manager.....Louis H. Murray
Sales Manager.....Frank L. Tamulonis
Merchandising Mgr.....John Gallagher
Chief Announcer.....Ray Mulligan
Musical Director.....Horace Richards
Chief Engineer.....Gene Handwerck

# WPPA

## POTTSVILLE—1946

Frequency: 1360 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Pottsville Bcstg. Co.
Bus.-Studio Address.....8 So. Second St.
Phone Number.....Pottsville 4744
Transmitter Location.....Old Minersville Rd.
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....World
Owner, General Manager.....A. V. Tidmore
Program-Commercial Mgr.....John M. Naylor
Chief Announcer.....Jerry Gaines
Musical Director.....Llew Edwards

# WEEU

## READING—1932—ABC-QUAKER

Frequency: 850 Kc.....Power: 1000 Watts d. (CP 1000 Watts Fulltime)
Owned By.....Reading Eagle-Times
Operated By.....Hawley Bcstg. Co.
Business-Studio Address.....533 Penn St.
Phone Number .....7335
Transmitter Township.....Spring Township
Air Time .....Daytime
News Service .....UP
Transcription Service.....Associated, SESAC
Representative.....George P. Hollingbery
Membership .....NAB
President .....Hawley Quier
Gen.-Station Mgr.....Clifford M. Chafey
Commercial Manager.....K. Richard Creitz
Program Director.....E. Lester Hoffmaster
Chief Announcer.....George Carroll
Chief Engineer.....Harold Schearer

# WHUM

## READING—1946—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Radio Corp.
Business-Studio Address.....Berkshire Hotel
Phone Number.....Reading 4-4805
Transmitter Location.....Old Wyomissing Rd.
Air Time.....Unlimited
News Service.....AP
Representative.....George P. Hollingbery
Membership.....NAB
Pres., Gen.-Sta. Mgr.....Robert G. Magee
Comm.-Sales Prom. Mgr...Richard G. Fichthorn
Public Service Dir.....Eva L. Sandeffer
Chief Announcer.....Alan Lane
Musical Director.....A. Raymond Moore
Chief Engineer.....Joseph McCormack

# WRAW

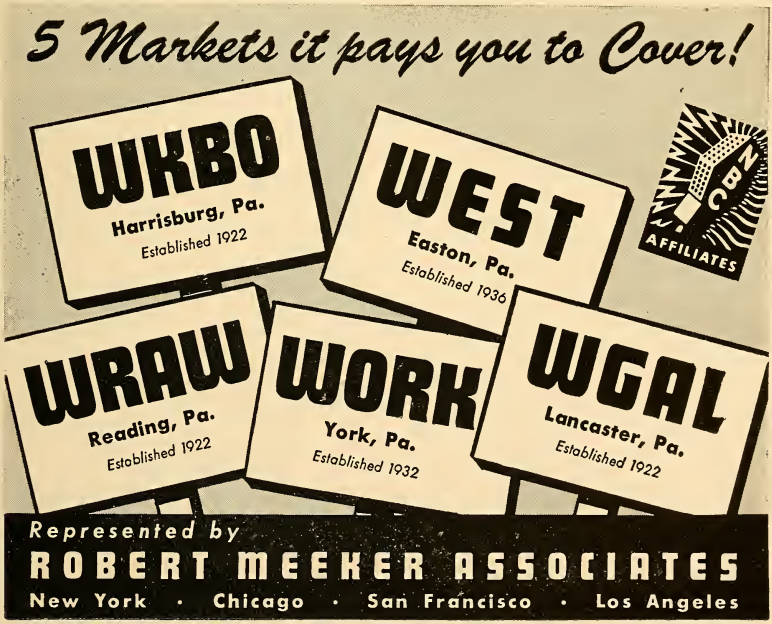
## READING—1922—NBC-MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Reading Bcstg. Co., Inc.
Business-Studio Address.....19 N. Fifth St.
Phone Number.....Reading 7173
Transmitter Location.....6th & Penn Sts.
Air Time.....6:30 a.m.-1 a.m.
News Service.....UP
Transcription Service.....World
Representative.....Robert Meeker
Membership.....NAB
Station Executive.....Clair R. McCollough
Station Manager.....Raymond A. Gaul
Natl. Sales Mgr.....J. Robert Gulick
Program Director.....Frank Voss
Chief Engineer.....J. E. Mathiot

# WRYO

## ROCHESTER—1948

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Oper. By....Beaver Valley Radio Co.
Bus.-Studio Address.....712 11th St.
Phone Number.....2236
News Service.....AP
Transcription Service.....World
President.....Edward J. Reider
General Manager.....Chet Clark
Program Director.....William Peters

# WARM

## SCRANTON—1938—ABC-QUAKER

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Union Bcstg. Co.
Business-Studio Address.....Bowman Bldg.
Phone Number .....4-1148
Transmitter Location.....701 N. Blakely St., Dunmore
Air Time .....6:45 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
Pres., Gen.-Sta. Mgr.....Martin F. Memolo
Commercial Mgr.....William M. Dawson
Prog.-Prod.-Musical Dir.....Joe Salsburg
Publicity Director.....Mary Lynott
Chief Announcer.....Art Bolin
Chief Engineer.....A. W. Oschmann

# WGBI

## SCRANTON—1925—CBS

Frequency: 910 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Scranton Bcstrs., Inc.
Business-Studio Address..1000 Wyoming Ave.
Phone Number .....6296
Transmitter Location.....Drinker Tpk.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BMB
President.....M. E. Megargee
Gen.-Comm.-Sales Prom. Mgr., Publicity Director.....George D. Coleman
Station Manager.....Robert E. McDowell
Prog.-Musical Dir.....Frank Monaghan
Chief Engineer.....Kenneth R. Cooke

# WQAN

## SCRANTON—1923

Frequency: 910 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....The Scranton Times
Bus.-Studio Address...149 Pennsylvania Ave.
Phone Number .....5151
News Service.....AP, UP, INS
Owners.....Edward J. & Elizabeth R. Lynett
Gen. Mgr., Chief Engr.....John P. McGoldrick
Program Director.....Robert R. Flanagan

# WSCR

## SCRANTON—1947

Frequency: 1000 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Lackawanna Valley Bcstg. Co.
Business-Studio Address....116 Adams Ave.
Phone Number .....5242
Transmitter Location.....Keyser Ave.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service..Associated, Lang-Worth
Representative .....Walker
Membership .....NAB, BMB
Pres.....Judge Michael J. Eagen
General Manager.....Frank S. Blair
Commercial Manager.....Joseph W. Dobbs
Traffic Director.....Mary Walsh
Publicity Director.....Al Roberts
Chief Announcer.....Jim Kilian
Musical Director.....William Ide
Chief Engineer.....Willard Shimski
Farm Editor.....Michael Woloson

# WISL

## SHAMOKIN—1948—MBS—QUAKER

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Anthracite, Inc.
Bus.-Studio Address.....Rock & Sunbury Sts.
Phone Number .....2650
Transmitter Location..Big Mt., Coal Township
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Forjoe
Membership .....NAB, FMA
President.....Henry W. Lark
General Manager.....Charles R. Petrie
Program Director.....Dick Owen
Chief Announcer.....Jerry Kreeger
Chief Engineer.....Bernard Marshall

# WPIC

## SHARON—1938

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Sharon Herald Bcstg. Co.
Business Address.....P. O. Box 541
Phone Number .....4113
Studio-Transmitter Location..Pine Hollow Blvd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service....Associated, Capitol, Lang-Worth, World
Representative.....Adam J. Young, Jr.
Pres., Gen.-Sta. Mgr.....John Fahnline, Jr.
Commercial Manager.....J. T. VanSweringen
Program Director.....Marc McCulloch
Production Mgr.....Harold E. Smith
Publicity Director.....Evelyn L. Keller
Chief Engineer.....A. C. Heck

# WMAJ

## STATE COLLEGE—1945—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Centre Bcstrs., Inc.
Bus.-Studio Address.....P. O. Box 888, Glennland Bldg.
Phone Number .....4959
Transmitter Location.....Ferguson Township
Air Time.....7 a.m.-M.

News Service ..... AP
Transcription Service... Lang-Worth, Keystone
Membership ..... NAB
President..... R. J. Kennard
General Mgr..... William K. Ulerich
Sta.-Comm.-Sales Prom. Manager..... Alethea Jones Mattern
Program Director..... Milton J. Bergstein
Prod. Dirs..... Milton J. Bergstein, John Pfeil
Musical Director..... George Kahl
Chief Engineer..... Douglas Beman
Farm Editor..... Joseph Shafran

# WVPO

## STROUDSBURG—1947

Frequency: 840 Kc..... Power: 250 Watts d.
Owned-Operated By..... Pocono Bcstg., Inc.
Business-Studio Address..... 578 Main St.
Phone Number..... Stroudsburg 1102
Transmitter Location..... Cherry Valley & Highland Inn Rds.
News Service ..... UP
Transcription Service ..... Associated
Representative ..... Walker
President..... James H. Ottaway
General Manager..... Merle C. Ostrom
Station Manager..... Elton Hall
Program Director..... Joseph Webster
Chief Engineer..... George A. Reinhart

# WKOK

## SUNBURY—1933—QUAKER-PA. NET

Frequency: 1240 Kc..... Power: 250 Watts
Owned-Operated By..... Sunbury Bcstg. Corp.
Bus.-Studio-Transmitter..... 1150 N. Front St.
Phone Number..... Sunbury 1325-6
News Service ..... AP
Transcription Service..... Lang-Worth, World
Representative..... Continental Radio Sales
Membership ..... NAB
President..... Harry H. Haddon
Secretary, Treasurer..... Basse A. Beck
General Manager..... Homer R. Smith
Commercial Manager..... W. Robert Trevit
Program Director..... Michel J. Kane
Chief Engineer..... John W. Keller

# WMBS

## UNIONTOWN—1937
## CBS-ATLANTIC SPORTS-QUAKER-PA. NET

Frequency: 590 Kc..... Power: 1000 Watts
Owned-Operated By..... Fayette Bcstg. Corp.
Bus.-Address..... Fayette Title & Trust Bldg.
Phone Number..... Uniontown 890
Transmitter Location..... Old Fairchance Rd., Burgess Field, R.D.
News Service ..... UP
Transcription Service..... Thesaurus, Standard
Representative ..... Robert Meeker
Membership ..... NAB
Pres., Gen.-Sta. Mgr..... Joseph C. Burwell
Commercial Manager..... Harry C. Burwell
Sales Prom. Mgr..... Charles Underwood
Prog.-Musical Dir..... J. Sullivan Sages
Production Director..... Michael Sands
Publicity Director..... James Gismondi
Chief Engineer..... William J. Henzly
Farm Editor..... Rex Carter

# WNAE

## WARREN—1946—MBS

Frequency: 1310 Kc..... Power: 1000 Watts d.
Owned-Oper. By.... Northern Allegheny Bcstg. Co.
Bus.-Studio Address..... 1st Natl. Bank Bldg.
Phone Number ..... 3032
Transmitter Location..... Warren-Kinzua Rd.
News Service ..... AP
Transcription Service ..... Capitol
Representative ..... Rural Radio
Membership ..... NAB
President, Gen. Mgr..... A. David Potter, Jr.
Commercial Manager..... Frank Foster
Sales Prom. Manager..... James Potter
Program Director..... W. LeRoy Schenck
Chief Engineer..... Homer Haines

# WJPA

## WASHINGTON—1942
## MBS-QUAKER-VICTORY

Frequency: 1450 Kc..... Power: 250 Watts
Owned-Oper. By..... Washington Bcstg. Co.
Bus. Address..... George Washington Hotel
Phone Number ..... 4870
Transmitter Location... So. Strabane Township
News Service ..... UP
Transcription Service ..... Lang-Worth
Representative..... Joseph Hershey McGillvra
Membership ..... NAB
President..... William S. Yard
General-Station Manager..... C. B. Heller
Commercial Mgr..... Charles R. DuVall
Production Mgr..... Elizabeth Baisley
Publicity Director..... Mary Ann Pletcher
Music Librarian..... Ruth Bell
Chief Engineer..... Horace E. Cooper

# WBRE

## WILKES-BARRE—1924—NBC

Frequency: 1340 Kc..... Power: 250 Watts
Owned-Oper. By..... Louis G. Baltimore
Bus.-Studio Address..... 62 S. Franklin St.
Phone Number ..... 3-3101
Transmitter Location ..... Kingston
News Service ..... AP
Transcription Service ..... World
Membership ..... NAB
Pres., Gen. Mgr..... Louis G. Baltimore
Sta. Mgr., Pub. Dir..... David M. Baltimore

# WBAX

27 YEARS

OF

SUCCESSFUL, EFFECTIVE

BROADCASTING

TO

NORTHEASTERN PENNSYLVANIA

FIRST IN PUBLIC SERVICE

FIRST IN SPORTS

FIRST IN MUSIC

"THE PIONEER VOICE OF WILKES-BARRE"

# WBAX

JOHN H. STENGER, JR., *Licensee-Owner*

MUTUAL BROADCASTING SYSTEM

National Representative: BURN-SMITH CO., INC.

Commercial Mgr.....A. C. Baltimore
Program Director.....Franklin D. Coslett
Musical Director.....Louis Savitt
Chief Engineer.....Charles Sakoskie, Sr.

## WBAX

### WILKES-BARRE—1922—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....John H. Stenger, Jr.
Business-Studio Address.....85 W. Union St.
Phone Number .....3-0196
Transmitter Location...Route 11, Edwardsville Borough
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative .....Burn-Smith
Owner, Gen. Mgr.....John H. Stenger, Jr.
Station Manager.....August W. Grebe
Program Director.....John H. A. Stenger, III
Publicity Director.....Edward Kuzma
Chief Engineer.....John H. Stenger, Jr.

## WILK

### WILKES-BARRE—1946
### ABC-QUAKER

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Wyoming Valley Bcstg. Co.
Bus.-Studio Address.....88 No. Franklin St.
Phone Number .....3-7165
Transmitter Location....Dawes Ave., Kingston
Air Time .....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus
Representative.....Adam J. Young, Jr.
Membership .....NAB, BMB
President.....Dr. I. C. Morgan
General Manager.....Roy E. Morgan
Station Mgr.....Thomas P. Shelburne
Sales Manager.....Jerry Butler
Program Director.....Hal Berg
Chief Announcer.....Charles Whittier
Musical Director.....Joe Bednarek
Chief Engineer.....Theodore French

## WRAK

### WILLIAMSPORT—1930
### NBC-QUAKER

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WRAK, Inc.
Business-Studio Address....244 W. Fourth St.
Phone Number.....Williamsport 2-6116
Transmitter Location.....1561 W. Fourth St.
Air Time .....Unlimited
News Service .....AP
Transcription Service..Associated, Lang-Worth
Representative.....J. P. McKinney


WRAK
250 W—1400 Kc

WRAK-FM
3.2 KW—100.3 Mc

National Representative:
J. P. McKINNEY and SON
New York, Chicago, San Francisco

AFFILIATE

The right combination for a REAL selling campaign in the Williamsport market.

19 YEARS *of* PUBLIC SERVICE

WRAK, INC.

WILLIAMSPORT, PENNSYLVANIA

Membership .....NAB, BMB
President.....E. M. Case
General Manager.....George E. Joy
Office Manager.....Jean Farstad
Comm. Mgr., Musical
Director.....J. Wright Mackey
Promotion Mgr.....Everett Rubendall
Program Director.....Nancy J. Person
Production Director.....Irving A. Berndt, Jr.
Prog. Mgr., Chief Announcer.....Leon Kelly
Chief Engineer.....Glenn Sherman
Farm Editor.....Hank Anders

# WNOW

## YORK—1948

Frequency: 1250 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Radio Bcst. Div. of the Helm Coal Co.
Business-Studio Address.....25 S. Duke St.
Phone Number.....2911, 2952
Transmitter Location.....R. D. 5
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service .....Associated
Representative.....Adam J. Young, Jr.

Membership .....NAB
Gen.-Station Mgr.....Lowell W. Williams
Comm. Manager.....John O. Border
Sales Prom. Mgr., Publicity
Director .....Murray Goldsborough
Prog.-Prod. Dir.....H. E. Daugherty
Chief Engineer.....Willis N. Weaver

# WORK

## YORK—1932—NBC-MBS

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Operated By.....York Bcstg. Co.
Business-Studio Address.....13 S. Beaver St.
Phone Number .....6629
Transmitter Location.....W. Manchester Township
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Robert Meeker
Membership .....NAB
Station Executive.....Clair R. McCollough
Station Manager.....Harold E. Miller
Program Director.....James R. Wilson
Chief Engineer.....J. E. Mathiot

5 Markets it pays you to Cover!
WKBO Harrisburg, Pa. Established 1922
WEST Easton, Pa. Established 1936
NBC AFFILIATES
WRAW Reading, Pa. Established 1922
WORK York, Pa. Established 1932
WGAL Lancaster, Pa. Established 1922
Represented by
ROBERT MEEKER ASSOCIATES
New York · Chicago · San Francisco · Los Angeles

## WSBA

### YORK—1942—ABC

Frequency: 900 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Susquehanna Bcstg. Co.
Business Address.....P. O. Box 1112
Phone Number.....2676, 6-4413
Studio-Transmitter Location.....R. D. No. 5
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....World, Capitol
Membership.....NAB, BMB, FMA
President.....Louis J. Appell
General-Station Mgr.....Walter J. Rothensies
Commercial Mgr.....Sydney Robbins
Sales Prom. Mgr.....Phillip K. Eberly
Program Director.....Otis Morse
Musical Director.....Larry Miller
Chief Engineer.....Woodrow G. Eberhart
Farm Editor.....Herman Stebbins

# RHODE ISLAND

*Estimated Population 748,000—Increase +4.8%—Radio Homes 208,100*
*Total Families 210,600—Stations in State 9*

## WRJM

### NEWPORT—1948

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Voice of Little Rhody
Business-Studio Address.....204 Thames St.
Partners.....John E. & Irene A. Malloy

## WFCI

### PAWTUCKET—1941—ABC

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....Pawtucket Bcstg. Co.
Business-Studio Address.....450 Main St.
Phone Number.....Perry 9540
Transmitter Location .....Lonsdale
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Howard W. Thornley
Gen.-Sales Prom. Mgr.....Wallace A. Walker
Program Director.....David Brooks
Musical Director.....Arthur Paquette
Chief Engineer.....Gilbert Johnson

## WEAN

### PROVIDENCE—1922—MBS-YANKEE

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Yankee Network, Inc.
Business-Studio Address.....Crown Hotel
Phone Number.....Dexter 1500
Transmitter Location.....E. Providence
Air Time.....6 a.m.-1 a.m.
News Service.....AP, INS, UP
Transcription Service....Associated, Standard
Representative .....Edward Petry
Membership.....NAB, BMB, FMA
President .....William O'Neil
Station-Comm. Manager.....Joseph Lopez
Prog.-Prod.-Pub. Dir.....Donald Morton
Chief Engineer.....Henry Tilley

## WHIM

### PROVIDENCE—1947

Frequency: 1110 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Intercity Bcstg. Co.
Business-Studio Address.....32 Custom House
Phone Number.....Union 4211
Transmitter Location.....Eastern Ave., E. Providence
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service.....Capitol, Standard
Representative..Adam J. Young, Kettell-Carter
President, Gen.-Sta. Mgr.....Robert T. Engles
Commercial Mgr.....Brenton G. Meader
Program Director.....C. George Taylor
Production Manager.....Lou Rosen
Music Director.....Robert Lachance
Chief Engineer.....Carroll Philbrook

## WJAR

### PROVIDENCE—1922—NBC-NERN

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....The Outlet Co.
Business-Studio Address....176 Weybosset St.
Phone Number.....Gaspee 1071
Transmitter Location.....Wampanoag Trail, E. Providence
Air Time .....Unlimited
Transcription Service .....World
Representative .....Weed
Membership .....NAB, BMB
President.....Mortimer L. Burbank
General Manager.....John J. Boyle
Program Director.....Sothern Abbott
Musical Director.....Earl Shean
Chief Engineer.....Thomas C. J. Prior

## WNAF

### PROVIDENCE—1947

Frequency: 1290 Kc.....Power: 500 Watts d.
Owned-Oper. By..Community Bcstg. Serv. Co.

TOP COVERAGE

in New England's 2nd Largest Market

WPRO

PROVIDENCE

Top station in share of audience

5000 WATTS

BASIC CBS

630 KC.

AM & FM

Bus.-Studio Address.....86 Weybosset St.
Phone Number.....Jackson 3314
News Service.....INS
Representative.....William G. Rambeau
Sta., Sales Mgr.....W. C. Franklin

## WPRO
### PROVIDENCE—1924—CBS

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Cherry & Webb Bcstg. Co.
Business-Studio Address.....15 Chestnut St.
Phone Number.....Plantations 9776
Transmitter Location.....E. Providence
Air Time.....Unlimited
News Service.....AP, UP
Transcription Service..Thesaurus, Lang-Worth
Representative.....Paul H. Raymer
Membership.....NAB
President.....William S. Cherry, Jr.
General-Comm Mgr.....Arnold F. Schoen, Jr.
Program Director.....John A. Owen
Chief Engineer.....John V. Ferri

## WRIB
### PROVIDENCE—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....R. I. Bcstg. Co.
Bus.-Studio Address.....Narragansett Hotel
Phone Number.....Union 4512
Transmitter Location..Water St., E. Providence
Air Time.....Local sunrise-local sunset
News Service.....UP
Transcription Service.....Associated, SESAC
Representative.....Forjoe
Membership.....NAB
President.....Frank Rao
General Manager.....Nicholas Ruggieri
Sales Comm. Mgr.....Anthony Petronella
Prod. Mgr., Pub. Dir.....Fabian Hume
Chief Announcer, Musical Dir.....Don Rogers
Chief Engineer.....Richard Buckley

## WWON
### WOONSOCKET—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Associated Electronic Enterprises, Inc.
Business-Studio Address.....99 Main St.
Phone Number.....3900, 1741
Transmitter Location.....Getchell Ave.
Air Time.....6a.m.-M.
News Service.....AP
Transcription Service.....World, Capitol, Standard
Representative.....McGeehan & O'Mara
President, Gen. Mgr.....Garo W. Ray
Station-Comm. Mgr.....Mitchell F. Stanley
Prog.-Musical Dir.....Hope Somerby
Prod. Dir., Chief Announcer...Gene Rousseau
Publicity Director.....Frederick A. Cluck, Jr.
Chief Engineer.....George W. Travis

# SOUTH CAROLINA

*Estimated Population 1,991,000—Increase +4.8%—Radio Homes 379,000*
*Total Families 455,400—Stations in State 34*

## WAIM
### ANDERSON—1935—CBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Wilton E. Hall
Bus.-Studio-Transmitter Address ....Anderson
Phone Number.....800, 1444, 2239
Air Time.....5:23 a.m.-12:05 a.m.
News Service.....INS
Transcription Service..Thesaurus, Lang-Worth, Associated, World
Representative.....Burn-Smith
Membership.....NAB, BMB, FMA
President.....Wilton E. Hall
General Manager.....Glenn P. Warnock
Commercial Manager....Charles B. Goodyear
Sales Prom. Mgr., Prog. Dir....G. Paul Browne
Chief Announcer.....Jimmy Coggins
Chief Engineer.....Jack B. Greene

## WBSC
### BENNETTSVILLE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Bennettsville Bcstg. Co.
Business-Studio Address.....212 Broad St.
Phone Number.....780
Transmitter Location.....1½ Mi. N.W. of Bennettsville on Hway. No. 9
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Joseph Hershey McGillvra
President.....John W. Orvin
Gen.-Sta.-Comm.-Sales Prom. Manager.....Malcolm A. Young
Prog.-Prod.-Pub.-Musical Dir...James C. Putnam
Chief Announcer.....E. T. Melton, Jr.
Chief Engineer.....Everett C. Powers

# WACA

## CAMDEN—1948

Frequency: 1590 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Camden Bcst. Co.
Business-Studio Address.....1417 Broad St.
Phone Number .....821-W-3
News Service .....UP
Transcription Service .....World
Representative.....Free & Peters
Pres., General Mgr.....John M. Rivers
Commercial Manager.....Roland Weeks
Program Director.....Russell Long
Promotion Manager.....Pearl Baum
Chief Engineer.....Wilbur Albee

# WCSC

## CHARLESTON—1930—CBS

Frequency: 1390 Kc.....Power: 5000 Watts
Owned By.....WCSC, Inc.
Operated By.....John M. Rivers
Bus.-Studio Address.....Francis Marion Hotel
Phone Number .....7611
Transmitter Location..Eagles Nest, St. Andrews Parish
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....World
Representative.....Free & Peters
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....John M. Rivers
Comm.-Sales Prom. Mgr.....Roland Weeks
Program-Production Dir.....Russell Long
Publicity Director.....Pearl Baum
Musical Dir., Farm Editor.....Bob Tamblyn
Chief Engineer.....Wilbur Albee

# WFAK

## CHARLESTON—1946—MBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Charleston Bcstrs.
Bus.-Studio-Transmitter Address....149 Wentworth St.
Phone Number .....3-6428
Air Time .....Daytime
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Forjce
Gen. Mgrs.....T. K. Vassy, L. P. Moore
Station Mgr., Pub. Dir.....T. K. Vassy
Comm. Manager.....W. S. Turner
Sales Prom. Mgr., Prog.-Prod. Dir...L. P. Moore
Chief Announcer.....Robert V. Austin
Chief Engineer.....Carlton J. Modlin

# WHAN

## CHARLESTON—1946—ABC

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business-Studio Address.....152 Market St.
Phone Number .....3-1643
Transmitter Location.....St. Andrew's Parish
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Adam J. Young, Jr.
Membership .....BMB
President.....Harry J. O'Neill
Gen.-Sta.-Comm.-Sales Prom. Manager.....C. Wylie Calder
Prog.-Prod.-Pub. Dir.....Vernon M. Bushong
Musical Director.....Traynor Ferillo
Chief Engineer.....William P. Birchfield

# WTMA

## CHARLESTON—1939—NBC

Frequency: 1250 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Atlantic Coast Bcstg. Co.
Business Address.....P. O. Box 297
Phone Number .....2-2961
Studio Address.....133 Church St.
Transmitter Location.....St. Andrew's Parish
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Associated
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President .....Edward Manigault
Gen.-Station Mgr.....Robert E. Bradham
Comm. Manager.....Grange S. Cuthbert, Jr.
Prog.-Prod.-Pub. Dir.....William N. Abbott
Musical Director.....Edna E. Richardson
Chief Engineer.....Douglass M. Bradham
Farm Editor.....John Roebuck

# WUSN

## CHARLESTON—1948—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Southern Bcstg. Co.
Bus.-Studio-Transmitter Address.....42 Tenth Ave.
Phone Number .....2-2652
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Associated
Representative .....Donald Cooke
Membership .....NAB
President.....C. Norwood Hastie
Gen.-Sales Prom. Mgr.....B. M. Middleton
Comm. Manager.....J. Drayton Hastie
Program Director.....Hubert Wilke
Chief Announcer.....Henry Hoppe
Chief Engineer.....Walter Nelson

# WGCD

## CHESTER—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Craig Bcstg. Co.
Bus.-Studio Address.....Radio-Press Bldg.

Phone Number .....1171
Transmitter Location.....Harris St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Membership .....NAB
General Manager.....Morgan J. Craig
Station-Comm. Mgr.....Charles E. Bell
Sales Prom. Mgr.....C. Cecil Simmons
Program Director.....Arthur Cornwall
Publicity Director.....Allein White
Chief Engineer.....Morton Green

# WCOS

## COLUMBIA—1939—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Columbia
Business-Studio Address.....1202 Main St.
Phone Number .....2-5601
Transmitter Location.....Edgewood Rd.
Air Time.....6 a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....BMB
President.....E. D. Black
General-Station Manager.....James W. Hicks
Commercial Manager.....Dixon Harp
Sales Prom. Mgr.....B. George Barber, Jr.
Program-Publicity Director,
Chief Announcer.....Robert M. Hope
Production Director.....John Evans
Chief Engineer.....Robert D. Lambert

# WIS

## COLUMBIA—1930—NBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By....Surety Life Insurance Co.
Business-Studio Address.....1811 Main St.
Phone Number .....2-2135
Transmitter Location.....Bluff Rd.
Air Time.....6 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Standard
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Herman N. Hipp
General Manager.....G. Richard Shafto
Managing Director.....J. Dudley Saumenig
Local Sales Mgr.....C. Wallace Martin
Prom.-Pub. Manager.....Steve Libby
Program Director.....Frank Harden
Chief Announcer.....Mackie Quave
Musical Director.....Phil Agresta
Chief Engineer.....Herbert G. Eidson, Jr.
Farm Editor.....Clair H. Shadwell

# WKIX

## COLUMBIA—1945—CBS

Frequency: 1320 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Inter-City Adv. Co., Inc.
Business-Studio Address.....1127 Lady St.
Phone Number .....2-8659
Transmitter Location.....Lexington County
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....George W. Dowdy
General Manager.....Walter H. Goan
Station-Comm. Mgr.....J. Norman Young
Prog. Dir., Chief Announcer.....Johnny Ropp
Prod.-Pub. Dir.....Paul Rodgers
Musical Director.....George Stanely
Chief Engineer.....Gene Hampton
Farm Editor.....Ed Tacy

# WNOK

## COLUMBIA—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Palmetto Radio Corp.
Business-Studio Address.....941 Harden St.
Phone Number .....2-1518
Transmitter Location.....921 Huger St.
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Forjoe
Membership .....NAB
General-Station Manager.....R. T. Allen
Program Dir.....H. Moody McElveen, Jr.
Chief Announcer.....Jack Cook
Chief Engineer.....T. B. Williams

# WLAT

## CONWAY—1945—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Coastal Bcstg. Co.
Operated By.....L. M. Hawley, H. L. Hanks
Business-Studio Address.....12th Ave.
Phone Number .....340
Transmitter Location....U. S. Hway. 701, 1¼ Mi. N.W. Center of City
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Standard
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President, General Mgr.....L. M. Hawley
V.P., Chief Engineer.....H. L. Hanks
Chief Announcer.....Mike Jordan
Farm Editor.....Guy Williams

# WDSC

## DILLON—1946—MBS

Frequency: 800 Kc.....Power: 1000 Watts
Owned-Oper. By.....Border Bcstg. Co., Inc.
Business-Studio Address.....Box 231
Phone Number .....470-1

Transmitter Location....U. S. Hway. 301, 3½ Mi. S. of Dillon
Air Time.....Local sunrise-local sunset
News Service .....UP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President.....E. H. Brown
Gen.-Sta.-Sales P om. Mgr...Henry E. Sullivan
Commercial Manager.....Joseph Martin
Program Director.....William Joseph Bunn
Chief Engineer.....Marvin Seals

# WJMX

## FLORENCE—1947

Frequency: 970 Kc.....Power: 5000 Watts d.
Owned-Oper. By.....Atlantic Bcstg. Co., Inc.
Business-Studio Address.....P. O. Box 406
Phone Number .....2494-5
Transmitter Location....3 Mi. N.W. Florence, U. S. 52
News Service .....AP
Transcription Service.....World, Capitol, Associated
Representative .....Pierce, Cook
Membership .....NAB, BMB
President.....Eugene E. Stone
Gen. Mgr., Pub. Dir.....Paul H. Benson, Jr.
Comm. Manager.....H. A. Smith, Jr.
Program Director.....James C. Player
Chief Announcer, Farm Editor.....Bob Forbes
Chief Engineer.....Frank Jenne

# WOLS

## FLORENCE—1937—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Florence Bcstg. Co., Inc.
Operated By.....Melvin Purvis
Business-Studio Address....129 S. Dargan St.
Phone Number....Studio: 354-5; Transmitter: 1913
Air Time .....Unlimited
News Service .....UP
Transcription Service..Standard, Lang-Worth, Keystone
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....Melvin Purvis
Commercial Manager.....A. P. Skinner
Chief Engineer.....W. A. Pritchett

# WFGN

## GAFFNEY—1948—KBS

Frequency: 1570 Kc.....Power: 250 Watts d.
Owned-Oper. By....Cherokee Radio Co., Inc.
Business Address.....P. O. Box 297
Phone Number .....793
Studio-Transmitter Location....Lead Mine Rd.
Air Time .....Daytime
News Service .....UP
Transcription Service..Lang-Worth, Thesaurus, Keystone
President.....A. Ray Godshall
Gen.-Station Mgr., Prog. Dir.....Bob Liverance
Commercial Mgr.....David C. McSwain
Production Director.....Louis M. Neale
Pub. Dir., Farm Editor.....Sara V. Liverance
Chief Announcer.....Jim Turner
Chief Engineer.....Charles R. Bickford

# WESC

## GREENVILLE—1947—MBS

Frequency: 660 Kc.....Power: 5000 Watts
Owned-Operated By.....Greenville Bcstg. Co.
Business-Studio Address.....1 College St.
Phone Number .....2-8241
Transmitter Location.....Farr's Bridge Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service..Lang-Worth, Standard, Associated
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President, General Mgr.....Scott Russell
Commercial Manager.....Cliff W. Bowers
Program Director.....Arthur H. Roberts
Chief Engineer.....Lewis W. Elias, Jr.

# WFBC

## GREENVILLE—1933—NBC

Frequency: 1330 Kc.....Power: 5000 Watts
Owned-Oper. By..Greenville News Piedmont Co.
Business-Studio Address.....Poinsett Hotel
Phone Number .....2-7616
Transmitter Location .....Ghantt
Air Time.....5 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....B. H. Peace, Jr.
General-Station Mgr.....B. T. Whitmire
Commercial Mgr.....R. Q. Glass, Jr.
Sales Prom. Manager.....P. H. Chapman
Program Director.....Byron Jenkins
Prod. Dir., Chief Announcer....Norvin Duncan
Publicity Director.....N. P. Mitchell
Musical Director.....Alice Wyman
Chief Engineer.....William Garrison
Farm Editor.....Robert Martin

# WMRC

## GREENVILLE—1940—ABC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Operated By.....Textile Bcstg. Co.
Business-Studio Address.....Prevost Bldg.
Phone Number .....3-2751

Transmitter Location.....White Horse Rd.
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Transcription Service.....World, SESAC
Representative .....Burn-Smith
Membership .....NAB
President.....R. A. Jolley, Sr.
General-Station Mgr.....W. Ennis Bray
Commercial Manager.....C. B. Denison
Sales Prom. Manager.....Frank Cope
Program-Production Dir...William T. Arrington
Publicity Director,
Chief Announcer.....James D. Simpson, Jr.
Musical Director.....Larry Merck
Chief Engineer.....George D. Tate
Farm Editor.....Paul Fisher

# WCRS

## GREENWOOD—1941—NBC

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grenco, Inc.
Business Address.....216 Textile Bldg.
Phone Number .....4300
Studio-Transmitter Location.....Wilson St.
Air Time.....6:30 a.m.-12:05 a.m.
News Service .....AP
Transcription Service .....Capitol
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
President .....Douglas Featherstone
Manager .....Dan Crosland
Commercial Manager.....Ralph Norman
Program Director.....Newton S. Smyth
Chief Engineer.....Charlie Sparks

# WHSC

## HARTSVILLE—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Hartsville Bcstg. Co., Inc.
Operated By.....Rado Station WHSC
Business-Studio Address.....College Ave.
Phone Number .....654
Transmitter Location..1 Mi. S. of Hartsville on Hway. 15-A
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
President.....Charles H. Campbell
Gen.-Sta. Mgr., Prod. Dir.....Raymond Caddell
Commercial Manager.....Richard Ward
Prog. Dir., Chief Announcer.....Joe Fuller
Publicity Director.....Frances Bass
Musical Director.....Don Graham
Chief Engineer.....Donald A. Brienen
Farm Editor.....Lamar Caldwell

# WLBG

## LAURENS—1948—KBS

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Operated By.....WLBG, Inc.
Business-Studio Address.....Laurens
Phone Number .....2-2331
News Service .....UP
Transcription Service.....World, KBS
President.....James C. Todd
Gen.-Comm. Mgr.....John F. Arrington
Program Director.....Len Ledford
Promotion Manager.....Colleen Willard
Chief Engineer.....Clyde C. McClure

# WMRA

## MYRTLE BEACH—1948—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Myrtle Beach Bcstg. Co.
Bus.-Studio Address.....Ocean Forest Hotel
Phone Number .....2100
Transcription Service .....Keystone
Representative.....Joseph Hershey McGillvra
President.....Joe C. Ivery
Manager.....William D. Huff

# WKDK

## NEWBERRY—1946—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Newberry Bcstg. Co., Inc.
Business Address.....1223 College St., P. O. Box 211
Phone Number.....246, Ext. 13
Studio-Transmitter Location.....11 Radio Dr.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, KBS
Membership .....NAB
President.....John F. Clarkson
General Manager.....Fred V. Lester
Sta. Mgr., Farm Editor.....Charles E. Bowers
Comm. Manager.....Earl Caton, Jr.
Program Director.....Annie Lou Fleniken
Musical Director.....Hans Jacobsen
Chief Engineer.....George N. Martin

# WRNO

## ORANGEBURG—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WRNO, Inc.
Business Address.....Box 662
Phone Number .....1420
Studio-Transmitter Location..Ext. Whitman St.
Air Time .....Unlimited
News Service .....AP
Transcriptoin Service .....Capitol
President.....Charles S. Henery
Mgr., Program Dir.....Frank B. Best
Chief Engineer.....Gus Browning

# WTND

## ORANGEBURG—1948

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Sims Publishing Co.

Business-Studio Address.....Radio Center, Memorial Plaza
Phone Number .....1600
Transmitter Location .....Orangeburg
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Continental Radio Sales
Membership .....NAB
President.....J. I. Sims
General Manager.....G. L. Sims
Commercial Manager.....Tom McCaffrey
Program Director.....Eric Fields
Chief Announcer.....Earl Thomas
Musical Dir., Farm Editor.....Vance Morris
Chief Engineer.....I. P. Herrington

# WRHI

## ROCK HILL—1944—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....York County Bcstg. Co.
Bus.-Studio Address.....Rock Hill Natl. Bank Bldg.
Phone Number .....294
Transmitter Location.....E. Black St.
Air Time.....7 a.m.-11:30 p.m.
News Service .....AP
Transcription Service.....World, Keystone
Membership .....NAB
Gen. Mgr., Chief Engineer..James S. Beatty, Jr.
Sta. Mgr., Prog. Dir.....William C. Beaty
Comm.-Sales Prom. Mgr., Pub. Director.....George P. Cobb
Prod. Dir., Chief Announcer, Musical Dir., Farm Editor.....Cuyler P. Fields

# WTYC

## ROCK HILL—1948

Frequency: 1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tri-County Bcstg. Co.
Business Address.....P. O. Box 1091
Phone Number .....1127-J
Studio Address.....Robert Marshall Hotel
Transmitter Location..Hway. 21 near Rock Hill
Air Time.....Local sunrise local sunset
News Service .....UP
Transcription Service.....Lang-Worth, Cole
Representative .....Friedenberg
Membership .....NAB
President.....W. G. Reid
Secretary-Treasurer.....O. Frank Thornton
Gen.-Station Mgr.....Kenneth N. McClure
Comm.-Sales Prom. Mgr...George C. Blackwell
Prog. Dir., Chief Announcer....James C. Clark
Chief Engineer.....Richard Philbrick

# WORD

## SPARTANBURG—1940—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..The Spartan Radiocstg. Co.
Business-Studio Address.....291 E. Main St.
Phone Number .....6000
Transmitter Location.....Vanderbilt Rd.
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President, Gen. Mgr.....Walter J. Brown
Station Manager.....J. W. Kirkpatrick
Commercial Manager.....John C. Carrington
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir., Chief Announcer.....Al Willis
Musical Dir., Farm Editor....Frank Lokey, Jr.
Chief Engineer.....Clyde J. Burdette

# WSPA

## SPARTANBURG—1929—CBS

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....Spartanburg Adv. Co.
Business-Studio Address.....224 E. Main St.
Phone Number .....2900
Transmitter Location.....Route 7, Sigsbee
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Associated
Representative .....John Blair, Harry E. Cummings
Membership.....NAB, BMB, FMA
President .....Francis Hipp
General Manager.....G. Richard Shafto
Managing Director.....Roger A. Shaffer
Commercial Manager.....Guy Vaughan, Jr.
Program Director.....Ed McGrath
Chief Announcer.....Grover Golightly
Musical Director.....Hal Moore
Chief Engineer.....H. R. Beckholt
Farm Editor.....Cliff Gray

# WFIG

## SUMTER—1940—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station WFIG, Inc.
Bus.-Studio Address.....Radio Center Bldg., P. O. Drawer 30
Phone Number .....1340
Transmitter Location....1 Mi. E. of Sumter on Hway. 76
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....Hubert D. Osteen
Gen.-Station Mgr.....T. Doug Youngblood
Commercial Mgr.....William H. Moore, Jr.
Sales Prom. Mgr.....Robert Raymond
Prog. Dir., Chief Announcer.....Paul Reidy
Production Director.....John Sherman
Publicity Director.....Harry Fowler

Musical Director.....Wee Evans
Chief Engineer.....James L. Williams
Farm Editor.....T. O. Bowen

## WALD

### WALTERBORO—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Walterboro Bcstg. Co.
Bus.-Studio-Transmitter Address..Ft. Benson St.
Phone Number.....3861
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Associated
President.....R. M. Jefferies
General Manager.....Charles A. Thoman
Commercial Manager.....Beulah Glover
Program Director.....Allen Wester
Publicity Director.....Roger Clark
Chief Engineer.....C. A. Thoman

# SOUTH DAKOTA

*Estimated Population 623,000—Increase —3.2%—Radio Homes 144,600*
*Total Families 150,100—Stations in State 13*

## KABR

### ABERDEEN—1934
### MBS-GREAT NORTHERN

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Oper. By.....Aberdeen Bcst. Co., Inc.
Business-Studio Address....117½ S. Main St.
Phone Number.....4626
Transmitter Location.....Wylie Pk., 3 Mi. N.W. of Aberdeen
Air Time.....6 a.m.-M.
News Service.....AP
Transcription Service.....Standard
Representative.....Walker
Memebrship.....NAB, BMB
President.....H. C. Jewett, Jr.
General-Station Mgr.....A. A. Fahy
Comm.-Sales Prom. Mgr.....Fred Stellner
Program Director.....E. C. Pieplow
Publicity Director.....R. A. Fahy
Chief Announcer.....Eddie Weeks
Chief Engineer.....Delbert T. Hunt
Farm Editor.....Russell V. Kaber

## KSDN

### ABERDEEN—1948

Frequency: 930 Kc.....Power: 1000 Watts
Owned-Oper. By...Aberdeen News Co. Radio Station KSDN
Bus.-Studio Address.....12 Third Ave. S.E.
Phone Number.....4573-4
Transmitter Location.....3 Mi. S. of town
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World, Capitol
Representative.....Sears & Ayer
President.....Henry J. Schmitt
Gen.-Station Mgr.....Byron McElligott
Commercial Manager.....Russa Osborne
Sales Prom. Mgr.....Neil Dewhirst
Program-Production Dir.....Bob Runyon
Chief Announcer.....Bob Storey
Musical Director.....Kay McKenna
Chief Engineer.....George Crocker
Farm Editor.....Lyle Weishaar

## KDSJ

### DEADWOOD—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Heart of The Black Hills Bcstg. Co.
Business-Studio Address.....Franklin Hotel
Phone Number.....186
Transmitter Location.....Boulder Canyon Rd.
Air Time.....Unlimited
News Service.....UP
Transcription Service.....World, Keystone
Representative.....Thomas Clark
Supervisor of Operation.....John Daniels
Music. Dir., Prod. Mgr.....Joe Ramay
Farm Editor.....Melvin Rochester
Chief Engineer.....Eli Daniels

## KIJV

### HURON—1945—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....James Valley Bcst. Co., Inc.
Operated By.....Max F. Staley
Bus.-Studio Address.....24 Second St. S.E.
Phone Number.....765
Transmitter Location.....18th St. & Idaho
Air Time.....Unlimited
News Service.....UP
Transcription Service.....Thesaurus
Representative.....Walker
Membership.....NAB
President, Station Mgr.....Max F. Staley
Sales Manager.....Robert S. Brandt
Program Director.....Rex King
Chief Announcer.....Dale Larson
Chief Engineer.....Roland H. Marty

# KMHK

## MITCHELL—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mitchell Bcstg. Corp.
Bus.-Studio Address.....217-219 N. Main
Phone Number .....621
Transmitter Location....½ Mi. E. of city on Hway. U. S. 16
Air Time.....18 Hrs.
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB
General-Station Mgr.....Raymond V. Eppel
Commercial Manager.....B. Harland Ohde
Prog.-Musical Dir.....Raymond Eppel
Chief Announcer.....Marvin Nelles
Chief Engineer.....Robert Taylor

# KGFX

## PIERRE—1916—KBS

Frequency: 630 Kc.....Power: 200 Watts d.
Owned By.....Estate of Dana McNeil
Operated By.....Ida A. McNeil
Bus.-Studio-Transmitter Address.....203 W. Summit Ave.
Phone Number .....2351
Air Time.....9:30 a.m.-sunset
News Service .....UP
Transcription Service .....Keystone
Dir., Sta. Mgr., Prog.-Musical Director.....Ida A. McNeil
Chief Engineer.....Charles W. Hobbs

# KOTA

## RAPID CITY—1936—CBS

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Black Hills Bcst. Co. of Rapid City
Bus.-Studio Address.....Alex Johnson Hotel, 6th & St. Joseph Sts.
Phone Number .....2000-1-2
Transmitter Location....5 Mi. S. of Rapid City on Hway. 79
Air Time .....Unlimited
News Service .....UP
Transcription Service...Standard, Associated, Capitol, Lang-Worth
Representative .....Donald Cooke
Membership .....NAB, BMB
President, Gen.-Sta. Mgr.....Robert J. Dean
Asst. Manager.....Abner H. George
Sales Prom. Mgr.....Stanley Lieberman
Production-Publicity Dir.....Ellen Crilly
Musical Director.....John Simpson
Chief Engineer.....A. E. Griffiths
Farm Editor.....Ed Denslow

# KELO

## SIOUX FALLS—1937—NBC

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midcontinent Bcstg. Co.
Bus.-Studio Address....Kelo Bldg., Phillips at Eighth
Phone Number .....6363
Transmitter Location.....S.E. of Sioux Falls
Air Time.....5:30 a.m.-1 a.m.
News Service .....UP
Transcription Service.....Standard, Capitol
Representative.....John E. Pearson
Membership .....NAB, BMB
President, Gen.-Sta. Mgr.....S. Fantle, Jr.
Commercial Manager.....Ted Matthews
Sales Prom. Mgr., Pub. Dir.....Richard Harris
Program-Production Dir.....Evans Nord
Chief Announcer.....Dean Montgomery
Musical Director.....Clayton Lorenzen
Chief Engineer.....Lester Froke
Farm Editor.....Les Harding

# KIHO

## SIOUX FALLS—1948—MBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By....Big Sioux Bcstg. Co., Inc.
Business-Studio Address....218 So. Main Ave.
Phone Number .....912
News Service .....UP
Transcription Service .....World
Representative.....Paul H. Raymer
Co-Mgrs.....James E. Sweet, David J. Kempkes
Commercial Manager.....Larry LaBrie
Program Director.....Fred Schweikher
Asst. Manager.....Ray Hamilton

# KISD

## SIOUX FALLS—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KISD, Inc.
Bus.-Studio Address.....311 S. Phillips Ave.
Phone Number .....1300
Transmitter Location.....Hway. 16 W. of city
Air Time.....6:45 a.m.-M.
News Service .....AP
Transcription Service..Lang-Worth, MacGregor
President.....H. R. Alton
Gen.-Sta.-Sales Prom. Mgr., Program Director.....Verl Thomson
Commercial Manager.....Bud Doss
Chief Announcer.....John Doyle
Musical Director.....Robert Helgeson
Chief Engineer.....Bruce Brodie

# KSOO

## SIOUX FALLS—1927

Frequency: 1140 Kc.....Power: 5000 Watts d.
Owned-Oper. By..Sioux Falls Bcst. Assoc., Inc.
Bus.-Studio Address.....317 S. Phillips Ave.

Phone Number .....757
Transmitter Location.....W. 12th St.
Air Time .....Daytime
News Service .....AP
Transcription Service....Thesaurus, Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Morton H. Henkin
V.P., Gen.-Prom. Mgr., Publicity Director.....George J. Rohn
Gen. Sales Mgr.....Rollie R. Williams
Prod.-Musical Dir.....Ray Loftesness
Editor-Dir. News Dept.....Orrin Melton
Chief Engineer.....Max F. Staley
Farm Editor.....Ralph Wennblom

## KWAT

### WATERTOWN—1940—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Midland Natl. Life
Address.....Kemp & Broadway
News Service .....UP
Transcription Service.....World, SESAC, KBS
President.....F. L. Bramble
Comm.-Prom. Mgr.....Thomas L. Young
Program Director.....Charles A. Swenson
Chief Engineer.....Francis Alwin

## WNAX

### YANKTON—1926—ABC

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....Cowles Bcstg. Co.
Bus.-Studio Address.....2nd & Capitol Sts.
Phone Number .....442
Transmitter Location .....Yankton
Air Time.....5:30 a.m.-M.
News Service .....AP, UP
Transcription Service.....Standard, Cole
Representative .....Katz
Membership .....NAB, BMB
President .....Gardner Cowles
V.P., Gen. Mgr.....Robert R. Tincher
Commercial Manager.....Donald D. Sullivan
Promotion Mgr.....Robert B. Donovan
Program Director.....Herb Howard
Publicity Director.....John Aldern
Musical Director.....Rex Hays
Chief Engineer.....Clifton M. Todd

# TENNESSEE

*Estimated Population 3,149,000—Increase +8.0%—Radio Homes 689,500*
*Total Families 793,200—Stations in State 50*

## WLAR

### ATHENS—1946—MBS-KBS

Frequency: 1450 Kc.....Powe : 250 Watts
Owned By.....Athens Bcstg. Co.
Operated By.....Lowell F. Arterburn
Business-Studio Address.....N. Jackson St.
Phone Number .....891
Transmitter Location.....Decatur Hway.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard, Keystone
President.....Lowell F. Arterburn
General Manager.....Otis Parker
Program Director.....Bill Tracy
Chief Announcer.....Max Robinette
Chief Engineer.....T. W. Turner
Farm Editor.....Bill Tracy

## WOPI

### BRISTOL—1929—KBS-NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WOPI, Inc.
Business-Stuido Address.....310 State St.
Phone Number .....3730
News Service .....UP
Transcription Service.....Lang-Worth, Capitol, World, Keystone
Representative .....Burn-Smith
President, General Mgr.....W. A. Wilson
Commercial Mgr.....James C. Wilson
Program Director.....Syd Tear
Promotion Manager.....Mike Cady
Chief Engineer.....Russell V. Robinson

## WAGC

### CHATTANOOGA—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Tennessee Valley Bcstg. Co.
Business-Studio Address.....Hotel Patten
Phone Number .....7-1128
Transmitter Location.....Rossville Blvd.
Air Time.....5:55 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....William G. Rambeau
General Manager.....Vann Campbell
Comm. Manager.....H. D. Parker
Traffic Director.....June Lewis
Chief Announcer.....Harry Thornton
Musical Director.....Helen Richardson
Chief Engineer.....Charles Stokely

# WAPO

## CHATTANOOGA—1936—NBC

Frequency: 1150 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....WAPO Bcstg. Service
Business-Studio Address.....Read House
Phone Number .....6-6141
Transmitter Location.....Pineville Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Headley-Reed
Membership .....NAB, BMB
General Manager.....R. G. Patterson
Comm. Mgr., Pub. Dir.....Helen Patterson
Program Director.....Frances Harley
Chief Announcer.....Bill Bailey
Chief Engineer.....B. B. Barnes

# WDEF

## CHATTANOOGA—1941—ABC

Frequency: 1370 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDEF Bcstg. Co.
Bus.-Studio Address....4th Fl., Volunteer Bldg.
Phone Number .....6-5664
Transmitter Location.....Moccasin Bend
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Branham
President.....Joe W. Engel
Gen.-Station Mgr.....Ken Flenniken
Program Director.....Tom Nobles
Cheif Announcer.....Luther Masengill
Chief Engineer.....B. C. Baker

# WDOD

## CHATTANOOGA—1925—CBS

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....WDOD Bcstg. Corp.
Bus.-Studio Address.....Hamilton Natl. Bank Bldg.
Phone Number .....6-5117
Transmitter Location.....Baylor Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative.....Paul H. Raymer
Membership .....NAB, BMB
President.....Norman A. Thomas
V.P., Sec., Treas.....Earl W. Winger
Gen.-Sta.-Comm. Mgr.....Ralph H. Patt, Jr.
Sales Prom. Mgr.....Jack C. Fiedler
Program Director.....Gene A. Carr
Publicity Director.....Bill Osovsky
Chief Announcer.....Gaylord McPherson
Chief Engineer.....Roy Owen
Farm Editor.....Bill Wilson

# WDXB

## CHATTANOOGA—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....WDXB Bcstg. Co.
Business-Studio Address.....539 Vine St.
Phone Number .....6-1114
Transmitter Location.....1003 Riverside Dr.
Air Time.....17 Hrs.
News Service .....INS
Transcription Service .....World
Representative .....Forjoe
Membership .....NAB
President.....J. V. Williams, Jr.
Gen.-Sta.-Comm.-Sales Promotion Manager.....Charles H. Gullickson
Prog.-Prod.-Pub. Dir.....Walter H. Stamper, Jr.
Musical Director.....William Palmer
Chief Engineer.....Byron E. Fincher
Farm Editor.....Walter H. Stamper, Jr.

# WJZM

## CLARKSVILLE—1941—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Campbell & Sheftall
Operated By.....E. T. Campbell
Business-Studio Address.....411 Madison St.
Phone Number .....2295-6
Transmitter Location.....Martin St.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Capitol, World, KBS
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....E. T. Campbell
Comm.-Sales Promotion Manager.....Clarence L. Waggoner
Program-Production Dir.....Clay Cline, Jr.
Chief Engineer.....John H. Bailey

# WBAC

## CLEVELAND—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Robert W. Rounsaville
Business-Studio Address.....Radio Center
Phone Number .....62
Transmitter Location.....Chattanooga Hway.
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....UP
Membership .....NAB
Owner, Gen. Mgr.....R. W. Rounsaville
Station Manager.....Sam Davis
Commercial Manager.....Bill Wilson
Program Director.....Art Selley
Chief Engineer.....Bill Stuart

# WKRM

## COLUMBIA—1946—MBS-KBS-TVB

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....The Middle Tennessee Bcstg. Co., Inc.

Bus.-Studio-Transmitter Address..P. O. Box 71
Phone Number .....1340-1
Air Time.....5:55 a.m.-12:05 a.m.
News Service .....UP
Transcription Service.....Capitol, Keystone
Membership .....NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr...R. M. McKay, Jr.
Program Director.....Mary Hill McKay
Musical Director.....Charles Baker
Chief Engineer.....Revis Hobbs
Farm Editor.....C. R. Baker

# WHUB

## COOKEVILLE—1940—CBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WHUB, Inc.
Bus.-Studio Address.....315 E. Spring St.
Phone Number .....200
Transmitter Location.....807 Hickory St.
Air Time.....6 a:m:-11:05 p.m.
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Representative.....Continental Radio Sales
Membership .....NAB, BMB
Pres., Gen.-Comm. Mgr.....M. L. Medley
Sta. Mgr., Prog. Dir.....Joe Mabry
Musical Director.....Thomas W. Harris
Chief Engineer.....George W. Daughtery

# WDSG

## DYERSBURG—1946
## MBS-KBS-LION OIL

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..State Gazette Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address.....Box 58
Phone Number .....77
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Keystone
Membership .....NAB
President.....Russel M. D. Bruce
General Manager.....Frank Armstrong
Commercial Manager.....Charles R. Bowen
Prog.-Pub. Dir.....Nonb Beckun
Chief Engineer.....C. W. Nounow
Farm Editor.....Frank Armstrong

# WBEJ

## ELIZABETHTON-JOHNSON CITY—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Elizabethton Bcstg. Co.
Operated By.....R. W. Rounsaville
Business-Studio Address.....Radio Center
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....UP
Senior Partner, Gen. Mgr...R. W. Rounsaville
Commercial Manager.....Bill Wagner
Program Director.....Bill Edgar
Chief Engineer.....Condon Bowers

# WEKR

## FAYETTEVILLE—1948—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Elk River Bcstrs., Inc.
Bus.-Studio-Transmitter Address...Fayetteville
Phone Number .....1240
Air Time .....Unlimited
News Service .....UP
General Manager.....A. D. Smith, Jr.
Sta.-Comm.-Sales Prom. Mgr.,
Publicity Director.....Edward H. Morgan
Prog.-Prod.-Musical Dir.....Frank Huber
Chief Announcer.....Mike Freeland
Chief Engineer.....Elton Chick
Farm Editor.....Noel Clifford

# WHIN

## GALLATIN—1948

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned By.....Sumner County Bcstg. Co.
Operated By.....Charles B. Cage
Business Address.....Box 28
Phone Number .....1010
Studio-Transmitter Location.....Portland Rd., Hway. 109
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service .....Capitol
Pres., Gen.-Comm. Mgr.....Charles B. Cage
Sta. Mgr., Prog.-Prod. Dir.....Weston E. Britt
Sales Prom. Manager.....Lee Blum
Chief Announcer.....Bill Allen
Chief Engineer.....Harold Woodward
Farm Editor.....Bill Gallivan

# WGRV

## GREENEVILLE—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Radio Greeneville, Inc.
Operated By.....R. W. Rounsaville
Bus.-Studio Address...Radio Center, Depor St.
Transmitter Location.....Arnold Rd.
Air Time .....Unlimited
News Service .....UP
Pres., Gen. Mgr.....R. W. Rounsaville
Station Manager.....Paul Metcalfe
Commercial Manager.....Hugh Pickel
Program Director.....Max Killian
Chief Announcer.....Tom Lyons
Chief Engineer.....Laile Hampton

# WHBT

## HARRIMAN—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....The Harriman Bcstg. Co., Inc.

Bus.-Studio Address.....Crescent & Devonia
Phone Number.....850, 870
Transmitter Location.....Margrave St.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Standard, KBS
Representative.....Cox & Tanz
Membership .....NAB, TAB
President.....F. L. Crowder
Vice President.....J. M. Hickman
Sec.-Treas.....Neil L. Shields
Promotion-Traffic Mgr.....Vivien Russell
General Manager.....F. L. Crowder
Sports-Program Dir.....John Fielder
Chief Engineer.....Kenneth Hargis

# WDXI

## JACKSON—1948—DIXIE

Frequency: 1310 Kc.....Power: 1000 Watts d. (C.P. Full Time)
Owned By.....Dixie Bcstg. Co.
Operated By.....Aaron B. Robinson
Business Address.....P. O. Box 309
Phone Number.....7-5681, 505
Studio Address.....Williams Bldg.
Transmitter Location.....Humboldt Hway.
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, Capitol
Representative .....Burn-Smith
Membership .....NAB
Owner, Gen. Mgr.....Aaron B. Robinson
Station Manager.....Bill Winsett
Comm.-Sales Prom. Mgr.....Jack M. Cecil
Program Director.....James W. Hoppers
Production Director.....Charles L. Wingate
Publicity Director.....Doris Freeman
Chief Announcer.....Dave O'Brien
Musical Director.....Douglas Biggs
Chief Engineer.....James S. Thomas
Farm Editor.....Tom J. Williams

# WTJS

## JACKSON—1931—ABC

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Sun Publishing Co.
Bus.-Studio Address..104-106 W. Baltimore St.
Phone Number .....7-3316
Transmitter Location.....Bemis Hway.
Air Time.....6 a.m.-M.
News Service .....AP, UP
Transcription Service.....World, Cole
Representative .....Branham
Membership.....NAB, BMB, FMA
V.P., General Mgr.....Albert A. Stone
Station Manager.....Frank S. Proctor
Asst. Manager.....Leslie R. Brooks, Jr.
Studio Director.....Sam D. Lollar
Musical Director.....James Allen
Chief Engineer.....Robert M. Gordon

# WETB

## JOHNSON CITY—1947—KBS

Frequency: 790 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....E. Tennessee Bcstg. Co.
Business Address.....Press Bldg.
Phone Number .....2993
Studio-Transmitter Location..RFD, Johnson City
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Capitol, World, Keystone
Representative.....Helen Wood & Colton
Membership .....NAB, BMB
President, Gen. Mgr.....Carl A. Jones, Jr.
Program Director.....Berney Burleson
Chief Engineer.....E. B. Jones

# WJHL

## JOHNSON CITY—1938—ABC

Frequency: 910 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned By.....WJHL, Inc.
Operated By.....W. H. Lancaster
Business-Studio Address....143 W. Main St.
Phone Number .....2780
Transmitter Location...Johnson City-Kingsport Hway.
Air Time.....6 a.m.-M.
News Service .....AP, UP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....W. H. Lancaster
Gen.-Sta.-Comm. Mgr.....Ray D. Williams
Sales Prom. Mgr., Pub. Dir.....Ken Matthews
Program Director.....Walter Heeb
Chief Engineer.....O. K. Garland
Farm Editor.....Raymond Rosson

# WKPT

## KINGSPORT—1940—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Kingsport Bcstg. Co., Inc.
Business-Studio Address....222 Commerce St.
Phone Number .....2870
News Service .....AP
Transcription Service...Standard, Lang-Worth
Representative .....Donald Cooke
President.....C. P. Edwards, Jr.
General Manager.....A. F. Martin
Commercial Mgr.....Phil Weaver
Program Director.....Paul Overbay
Chief Engineer.....Thomas Phillips

# WBIR

## KNOXVILLE—1941—ABC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Station WBIR, Inc.

Business-Studio Address.....406 W. Church
Phone Number .....4-3321
Transmitter Location....Painter & Concord Sts.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Gilmore N. Nunn
Gen.-Sta.-Sales Prom. Mgr.....John P. Hart
Comm. Manager.....David Kavanagh
Prog.-Prod.-Pub. Dir., Chief Announcer .....Tys Terwey
Musical Director.....W. R. Johnston, Jr.
Chief Engineer.....J. Rex Horton

# WIBK

## KNOXVILLE—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Independent Bcstg. Co., Inc.
Business-Studio Address.....908 S. Gay St.
Phone Number .....4-9866
Transmitter Location.....Rouse Hill
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....MacGregor
Representative .....Donald Cooke
Membership .....NAB
President.....J. Harold Smith
General-Station Mgr.....Marvin I. Thompson
Chief Engineer.....T. E. Hooper

# WKGN

## KNOXVILLE—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....WKGN Bcstg. Co.
Operated By.....Clarence Beaman, Jr.
Bus.-Studio Address.....Atop the Park Natl. Bank Bldg.
Phone Number .....4-0766
Transmitter Location.....2166 Ailor Ave. at L. & N. R. R.
Air Time.....5 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Forjoe
Membership .....NAB
Pres., Gen.-Sta.-Comm. Manager.....Clarence Beaman, Jr.
Public Serv. Prog.....Joe Wheeler
Traffic-Production Dir.....Walter D. Corning
Publicity Director.....Pan Dodd
Chief Engineer.....Joseph E. Boyles

# WNOX

## KNOXVILLE—1921—CBS

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Oper. By..Scripps-Howard Radio, Inc.
Business-Studio Address....110-112 S. Gay St.
Phone Number .....3-3171
Transmitter Location..Anderson Rd. nr. Beverly
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Branham
President.....Jack R. Howard
Gen.-Station Mgr.....R. B. Westergaard
Comm.-Sales Prom. Mgr.....O. L. Smith
Program-Production Dir.....C. A. McMahon
Publicity Director.....Para Lee Brock
Chief Announcer.....Lowell Blanchard
Musical Director.....Jerry Collins
Chief Engineer.....Ray Evans
Farm Editor.....Cliff Allen

# WROL

## KNOXVILLE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned By.....Stuart Bcstg. Co.
Operated By.....S. E. Adcock
Business Address.....Hamilton Bank Bldg.
Phone Number .....2-7111
Transmitter Location.....Holston Hills
Air Time..... 5a.m.-M.
News Service .....UP
Transcription Service.....World, Thesaurus
Representative .....John Blair
Owner.....S. E. Adcock
General Manager.....C. T. DeVois
Commercial Manager.....W. H. Linebaugh
Program Director.....J. H. Reese
Musical Director.....Harry Nides
Chief Engineer.....Fred Andrews

# WJJM

## LEWISBURG—1946

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....Estate of James J. Murray
Operated By.....Lewis D. Lingner
Business Address.....Box 20
Phone Number .....780
Studio-Transmitter Location.....E. Hill
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
General Manager.....Lewis D. Lingner
Manager .....Harold Twitty
Program Director.....Allen D. Walker
Chief Engineer.....J. E. Sowell

# WGAP

## MARYVILLE—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....V. H. McLean, George R. Dempster

# So Big

WHHM IS BIG IN A SPECIAL SORT OF WAY.

**Big** in the affection in which it is held by its alert, active audience.

**Big** in the confidence placed in it by advertisers who keep on renewing spots and programs.

**Big** in the estimation of time buyers who have seen WHHM pay off at the cash register.

**Big** in those happy, happy Hoopers which have kept up month after month, summer and winter, spring and fall.

**Big** judged by the fact that

**W H H M DELIVERS MORE LISTENERS *PER DOLLAR* IN MEMPHIS**

# WHHM

Music, News and Sports

24 Hours Daily

**MEMPHIS, TENNESSEE**

PATT McDONALD, GENERAL MANAGER ★ FORJOE & CO., REPRESENTATIVES

Member of
Association
of Independent
Metropolitan Stations

Operated By.....F. H. Corbett
Bus.-Studio Address....503 Blount Natl. Bank Bldg.
Phone Number .....2490-1
Transmitter Location.....Louisville Pike
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Membership .....NAB
Gen. Mgr., Prog. Dir.....F. H. Corbett
Sales Prom. Manager.....Tom Beam
Chief Engineer.....Curtis Lamarr
Farm Editor.....David Lynn

# WDIA

## MEMPHIS—1947

Frequency: 730 Kc.....Power: 250 Watts d.
Owned By.....Bluff City Bcstg. Co.
Oper. By.....John Pepper, Bert Ferguson
Business-Studio Address.....2074 Union Ave.
Phone Number .....36-2703
Transmitter Location.....1125 University
Air Time .....Daytime
News Service .....UP
Transcription Service .....Standard
Representative.....John E. Pearson
Membership .....NAB, BMB
Partner.....John R. Pepper
General Manager.....Bert Ferguson
Chief Engineer.....Ed Lacey

# WHBQ

## MEMPHIS—1925—MBS

Frequency: 560 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Harding College, Searcy, Ark.
Bus.-Studio Address.....Hotel Gayoso
Phone Number .....8-6868
Transmitter Location.....Benjestown Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Membership .....NAB, BMB
Gen.-Sta. Manager.....E. Pournelle
Program Director.....Bill Grumbles
Publicity Director.....Bob Stevens
Chief Engineer.....W. M. Roy

# WHHM

## MEMPHIS—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Mid-South Bcstg. Corp.
Business-Studio Address.....Sterick Bldg.
Phone Number .....37-4422
Transmitter Location.....Sommerville St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
Membership .....NAB

President.....P. E. Furlow
Gen.-Sta.-Comm. Mgr.....Patt McDonald
Sales Promotion Mgr., Publicity Director.....Norton Rosengarten
Program-Production Dir.....Allan Avery
Chief Announcer.....Bill Gordon
Musical Director.....John Swinney
Chief Engineer.....William Marsh

# WMC

## MEMPHIS—1923

## SOUTHCENTRAL QUALITY

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Memphis Publishing Co.
Bus.-Studio Address..Goodwyn Institute Bldg.
Phone Number .....8-7464
Transmitter Location .....Memphis
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Thesaurus, SESAC, Lang-Worth
Representative .....Branham
Membership .....NAB, BMB
General Manager.....H. W. Slavick
Commercial Mgr.....J. C. Eggleston
Program Director.....Wilson Mount
Production Director.....W. R. Brazzil
Publicity Director.....Walter E. Frase
Chief Announcer.....Charles B. Sullivan
Musical Director .....Noel Gilbert
Chief Engineer.....E. C. Frase, Jr.
Farm Editor.....Walter Durham

# WMPS

## MEMPHIS—1925—ABC

Frequency: 680 Kc....Power: 10,000 Watts d.; 5000 Watts n.
Owned By.....Plough, Inc.
Operated By.....WMPS, Inc.
Business Address.....215 Columbian Tower
Phone Number .....5-2721
Transmitter Location.....N. Benjestown Rd.
Air Time.....5 a.m.-12:05 a.m.
News Service .....AP, UP
Transcription Service.....Standard, Cole, Lang-Worth
Representative .....Radio Representatives
Membership .....NAB, BMB
General Manager.....Harold R. Krelstein
Commercial Manager.....Harold F. Walker
Sales Prom. Manager.....W. B. Rudner
Program Director.....George Faulder
Production Director.....Bob Neal
Publicity Director.....Matty Brescia
Musical Director.....Fred Christensen
Chief Engineer.....J. E. Deaderick

# WREC

## MEMPHIS—1922—CBS

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....WREC Bcstg. Service

Business-Studio Address.....Hotel Peabody
Phone Number .....5-1313
Transmitter Location....Radio Center, Payne Ave. & Hindman Ferry Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....SESAC, Lang-Worth, World
Representative .....Katz
Membership .....NAB, BMB
Owner, General Manager....Hoyt B. Wooten
Commercial Manager.....Hollis R. Wooten
Program Director.....Roy Wooten
Chief Engineer.....Wilson Raney

# WMMT

## McMINNVILLE—1947—MBS-TVB

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..McMinnville Bcstg. Co., Inc.
Bus.-Studio Address.....N. Chancery St.
Air Time.....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....World
Membership .....NAB
President.....Dr. Sam J. Albritton
Gen.-Station Manager.....Royce Richards
Commercial Manager.....Roy E. Wood
Sales Prom. Mgr., Prog.-Prod. Director .....Ernest Richards
Pub. Dir., Chief Announcer.....Roy Crocker
Chief Engineer.....Walter A. Duke
Farm Editor.....Hobart V. Massey

# WCRK

## MORRISTOWN—1947—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Cherokee Bcstg. Corp.
Bus.-Studio-Transmitter Address...Brown Ave.
Phone Number .....1450
Air Time.....5:30 a.m.-11 p.m.
Transcription Service .....World
Representative .....Hal Holman
Membership .....NAB
President.....Herbert S. Walters
General Manager.....Hal Falter
Commercial Manager.....Howell Ashford
Prog. Dir., Chief Announcer.....Joe Price
Publicity Director.....Mrs. Bobbie Mefford
Chief Engineer.....James A. Redden
Farm Editor.....G. L. Carter

# WGNS

## MURTREESBORO—1947—MBS-TVB

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....WGNS, Inc.
Business-Studio Address.....N. Church
Phone Number .....1450
Transmitter Location.....S. Church
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Capitol
Representative .....Hal Holman
Membership .....NAB
Pres., General Mgr.....C. N. Elrod, Jr.
Sta. Mgr., Prog. Dir.....Bill Huddleston
Comm. Mgr., Production Director, Chief Announcer.....Bill Schoecraft
Sales Prom. Mgr., Pub. Dir.....Ray Duffy
Musical Director.....Doris Winters
Chief Engineer.....E. E. Corington
Farm Editor.....Charles Bragg

# WKDA

## NASHVILLE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Co.
Bus.-Studio Address.....American Natl. Bank Bldg.
Phone Number .....4-0511
Representative .....Forjoe
Owners.....T. B. Baker, Jr., A. G. Beaman

# WLAC

## NASHVILLE—1926—CBS

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Oper. By.....WLAC Bcstg. Service
Bus.-Studio Address....Third Natl. Bank Bldg.
Phone Number .....6-0161
Transmitter Location.....Old Hickory Blvd.
Air Time.....5 a.m.-1 a.m.
News Service .....UP
Transcription Service .....World
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Owner.....J. T. Ward
Gen.-Sta.-Comm. Mgr.....F. C. Sowell
Sales Prom. Mgr.....Bill Shaw
Prog.-Prod. Dir., Chief Announcer .....Paul Oliphant
Publicity Director.....Robert S. Larimer
Musical Director.....Fred Murff
Chief Engineer.....F. D. Binns

# WMAK

## NASHVILLE—1948—MBS

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By...Volunteer State Bcstg. Co., Inc.
Bus.-Studio Address.....Maxwell House
Phone Number .....4-3411
Transmitter Location.....Hydes Ferry Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....George P. Hollingbery
President, General Mgr.....Frank W. Mayborn
Station Manager.....Walter P. Speight, Jr.
Commercial Mgr.....Blackstone Dozier

Program Director.....H. C. Young, Jr.
Production Dir.....William W. Pennell
Musical Director.....Anita Kerr
Chief Engineer.....Shelton Weaver

# WSIX

## NASHVILLE—1927—ABC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By..Jack M. & Louis R. Draughon
Bus.-Studio Address.....Nashville Trust Bldg.
Phone Number .....5-5431
Transmitter Location.....McGavoc Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Katz
Membership.....NAB, BMB, FMA
General Manager.....Jack M. Draughan
Commercial Manager.....E. S. Tanner
Program Director.....Ottis Roush
Chief Engineer.....Fred Schumann

# WSM

## NASHVILLE—1925—NBC

Frequency: 650 Kc.....Power: 50,000 Watts
Owned By.....Natl. Life & Accident Ins. Co.
Operated By.....WSM, Inc.
Bus.-Studio Address.....301 7th Ave. N.
Phone Number .....6-7181
Transmitter Location.....Route 5, Franklin
Air Time .....Unlimited
News Service .....AP, INS
Transcription Service .....Associated
Representative .....Edward Petry
Membership .....NAB, BMB
President.....John H. DeWitt, Jr.
V.P., Gen.-Station Mgr.....Harry Stone
Commercial Manager.....Irving C. Waugh
Program-Production Director.....Jack Stapp
Musical Director.....Beasley Smith
Chief Engineer.....George A. Reynolds
Farm Editor.....John McDonald

# WATO

## OAK RIDGE—1948—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WATO, Inc.
Bus.-Studio-Transmitter Address.....Municipal Market Bldg.
Phone Number.....Oak Ridge 5-3535
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative.....Lorenzen & Thompson
Membership .....NAB
General Manager.....Marshall H. Pengra
Commercial Mgr.....Harry C. Weaver
Program Dir.....Arthur J. Metzler
Musical Director.....James Scott
Chief Engineer.....James R. Wilburn

# WTPR

## PARIS—1946
## TENN. VOLUNTEER-KY. LAKE-KBS

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Kentucky Lake Bcstg. System, Inc.
Bus.-Studio Address.....100½ N. Market St.
Phone Number .....1700-1
Transmitter Location...2½ Mi. S.E. of Paris on Clifty Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service....Lang-Worth, Keystone
Representative .....Hal Holman
Pres., Gen.-Sta. Mgr.....E. Weaks Smith
Comm.-Sales Prom. Mgr....Parkman R. Feezer
Program Director.....Joseph A. Brandt
Musical Director.....R. H. Hollingsworth
Chief Engineer.....Charles W. Jones
Farm Editor.....Ernest Greer

# WKSR

## PULASKI—1946—MBS

Frequency: 730 Kc.....Power: 250 Watts d.
Owned By.....Pulaski Bcstg. Co.
Operated By.....R. W. Rounsaville
Business-Studio Address.....Radio Center
Phone Number .....661
Transmitter Location....Lawrenceburg Hway.
Air Time .....Daytime
News Service .....UP
Senior Partner, Gen. Mgr...R. W. Rounsaville
Station Manager.....Virgil Trimm
Program Director.....Berlin Benfield
Chief Announcer.....Ken Marston
Chief Engineer.....Andrew Keicher

# WHAL

## SHELBYVILLE—1946—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned Oper. By..Shelbyville Bcstg. Co., Inc.
Bus.-Studio Address.....E. Side Square
Phone Number .....1400
Transmitter Location.....Lewisburg Pike
Air Time.....6 a.m.-11 p.m.
News Service .....UP
President .....Harvard Smith
General-Station Mgr.....Charles Christian
Program Director.....Jean Carroll
Chief Engineer.....Tim Marsh

# WJIG

## TULLAHOMA—1947—TENN.

Frequency: 740 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Tri-Cities Bcstg. Co.

Business Address .....Tullahoma
Phone Number .....2607-8
Studio-Transmitter Location....Old Winchester Hway.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
President.....Raymond L. Prescott, Jr.
Vice-President.....Henry L. Wilson
Station Manager.....R. G. Tanner
Prog. Dir., Asst. Mgr.....Roy Morris
Chief Engineer.....Carl Spraggins
Farm Editor.....Lee Malone

## WENK

### UNION CITY—1946—MBS-DIXIE

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Union City Bcstg. Co.
Operated By.....Aaron B. Robinson
Business-Studio Address.....First St.
Phone Number .....1240-1
Transmitter Location.....Edge of city limits, Hway. 51
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Burn-Smith
Membership .....NAB
Pres., General Mgr.....Aaron B. Robinson
Station Manager.....Louis C. Wrather
Commercial Manager.....Ernest Watson
Sales Prom. Manager.....David J. Capps
Program Director.....Jack A. Dill
Prod. Dir., Farm Editor.....Will Nunn
Publicity Director.....Dick Unger
Chief Announcer.....Hoyt White
Musical Director.....Don Lilly
Chief Engineer.....James Thomas

## WCDT

### WINCHESTER—1948—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Arthur D. Smith, Jr.
Business Address.....P. O. Box 1103
Phone Number .....2201
Studio-Transmitter Location....Cowan Hway.
Air Time.....5:45 a.m.-10 p.m.
News Service .....UP
Transcription Service .....SESAC
Station Manager.....Arthur D. Smith, Jr.
Commercial Mgr.....Hollis D. Carolton
Sales Prom. Mgr., Chief Announcer .....Bill Roberson
Program Director.....William E. Hale
Musical Director.....Joe C. Donaldson
Chief Engineer.....James F. Spencer

# TEXAS

*Estimated Population 7,230,000—Increase +12.7%—Radio Homes 1,722,900*
*Total Families 1,952,900—Stations in State 155*

## KRBC

### ABILENE—1936—ABC-TSN

Frequency: 1470 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Reporter Bcstg. Co.
Business Address .....Abilene
Phone Number.....6255, 2-1608
Studio Address.....Windsor Hotel
Transmitter Location.....Old Anson Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative.....John E. Pearson
Membership.....NAB, BMB, FMA
President.....M. B. Hanks
General-Station Mgr.....Howard Barrett
Comm. Mgrs...Bro Mingus (Local); Forest Lane (National)
Sales Prom. Manager.....Forest Lane
Prog. Dir., Chief Announcer.....Leo Reynolds
Publicity Director.....Nan Rausch
Chief Engineer.....J. B. Casey

## KWKC

### ABILENE—1948—MBS-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Citizens Bcstg. Co.
Bus.-Studio Address.....25th & Butternut Sts.
Phone Number .....7287
News Service.....AP, UP
Transcription Service .....World
Representative .....Taylor-Borroff
President.....W. P. Wright
Gen.-Prom. Mgr.....A. C. Etter
Program Director.....Leonard Johnson
Chief Engineer.....Lewis Fisher

## KBKI

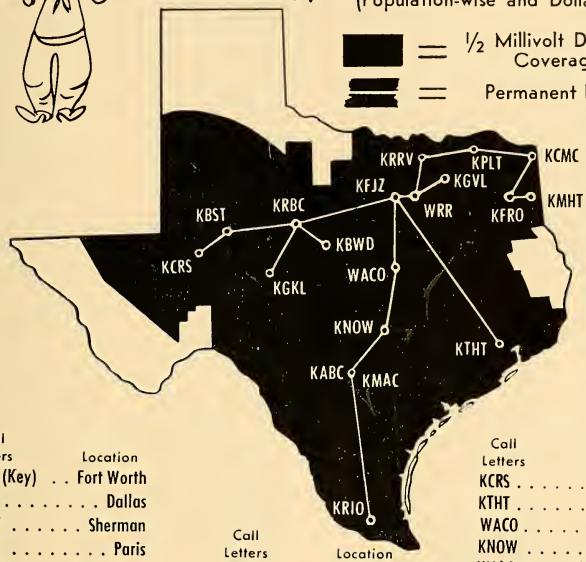
### ALICE—1946

Frequency: 1070 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Alice Bcstg. Co.
Business-Studio Address.....Hotel Alice
Phone Number .....1360

# *We're Sorry!*

## All We Can Deliver Is 90% of Texas

(Population-wise and Dollar-wise)




| Call Letters | Location |
|---|---|
| KFJZ (Key) | Fort Worth |
| WRR | Dallas |
| KRRV | Sherman |
| KPLT | Paris |
| KCMC | Texarkana |
| KFRO | Longview |
| KMHT | Marshall |
| KGVL | Greenville |

| Call Letters | Location |
|---|---|
| KRBC | Abilene |
| KBWD | Brownwood |
| KGKL | San Angelo |
| KBST | Big Spring |

| Call Letters | Location |
|---|---|
| KCRS | Midland |
| KTHT | Houston |
| WACO | Waco |
| KNOW | Austin |
| KMAC* | San Antonio |
| KABC* | San Antonio |
| KRIO | McAllen |

*Only one San Antonio Station to be used.

# TEXAS STATE NETWORK

1201 W. LANCASTER FORT WORTH, TEXAS

NATIONAL REPRESENTATIVES: WEED & COMPANY

New York • Detroit • Boston • Chicago • Atlanta • Hollywood • San Francisco

News Service .....AP
Transcription Service.....World, Lang-Worth
General Manager.....Leon Lloyd

# KVLF

## ALPINE—1947—MBS-S.W.-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Big Bend Bcstrs.
Business Address.....P. O. Box 779
Phone Number .....37
Studio Address.....Holland Hotel
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, KBS
Representative .....Katz
Membership .....NAB
President.....Barney H. Hubbs
General Manager.....Jack Hawkins
Station Manager.....Charles Van Grundy
Commercial Mgr.....Gene Hendrix
Chief Engineer.....Bert Johnson

# KAMQ

## AMARILLO—1947

Frequency: 1010 Kc.....Power: 1000 Watts d.
Owned By.....Top of Texas Bcstg. Co.
Business-Studio Address.....1301 Polk St.
Phone Number .....2-6543
Transmitter Location.....E. on Hway. 287
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Standard
President.....Walter G. Russell
General Manager.....W. J. Dickerson
Program Director.....Ray Whitworth
Chief Announcer, Farm Editor.....Ken Duke
Musical Director.....Tom Hipps
Chief Engineer.....Stewart Parson

# KFDA

## AMARILLO—1939—ABC

Frequency: 1440 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned By.....Amarillo Bcstg. Corp., Inc.
Operated By.....J. Lindsay, Gilmore Nunn
Business-Studio Address.....109 E. 5th St.
Phone Number .....5343
Transmitter Location.....Belaire Pk.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Capitol
Representative.....John E. Pearson
Membership .....NAB, BMB
President .....Gilmore Nunn
General Manager.....Howard Roberson
Commercial Manager.....Bill Fairley
Sales Prom. Manager.....Phil Stanley
Program Director.....Jabbo Watson
Musical Director.....Joe Bob Coble
Chief Engineer.....Noel Luddy
Farm Editor.....Bill Spiller

# KGNC

## AMARILLO—1935
## NBC-LONE STAR

Frequency: 710 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Plains Radio Bcstg. Co.
Bus.-Studio Address.....Radio Bldg., 8th & Harrison
Phone Number .....4242
Transmitter Location .....Wilton
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....SESAC, Lang-Worth
Representative .....Taylor-Borroff
Membership.....NAB, BMB, FMA
President .....Gene Howe
Exec. Gen. Mgr.....Ted Taylor
General Manager.....Aubrey Jackson
Local Sales Manager.....J. B. Linn
Program Director.....Bob Watson
Musical Director.....Bernie Howell
Chief Engineer.....William H. Torrey
Farm Editor.....J .B. Linn

# KVAI

## AMARILLO—1948—MBS

Frequency: 940 Kc.....Power: 1000 Watts
Owned By.....Plains Empire Bcstg. Co.
Operated By.....Lonnie J. Preston
Business-Studio Address....1014 W. 7th Ave.
Phone Number .....2-6773
Transmitter Location.....S.E. of City
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Associated
Representative .....Walker
Membership .....NAB, BMB
President.....Alice Howenstine
General-Station Mgr.....Lonnie J. Preston
Comm.-Sales Prom. Mgr., Prod. Dir...Pat Flynn
Program Director.....Lew Preston
Musical Dir., Traffic Mgr.....Evelyn Preston
Chief Engineer.....A. Browning Clopton

# KBUD

## ATHENS—1948

Frequency: 1410 Kc.....Power: 250 Watts d.
Owned-Oper. By..Henderson County Bcstg. Co.
Business Address.....Box 309
Partners.....J. B. McNutt, Jr., Merl Saxon

# KNOW

## AUSTIN—1926—ABC-TSN

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Frontier Bcstg. Co., Inc.
Bus.-Studio Address....520 Capital Natl. Bank Bldg.
Phone Number .....2-6213
Transmitter Location.....First & Tillery Sts.
Air Time.....6 a.m.-M.

News Service .....AP
Transcription Service .....Capitol
Representative .....Weed
Membership .....NAB, BMB
President.....Gene L. Cagle
Station Manager.....Louis R. Cook
Program-Publicity Dir.....Conrad Vernon
Chief Engineer.....James E. Lewis

# KTBC

## AUSTIN—1939—CBS-LONE STAR

Frequency: 590 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Texas Bcstg. Corp.
Bus.-Studio Address.....Brown Bldg. (P. O. Box 717)
Phone Number .....2-2424
Transmitter Location.....Manchaca Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Borroff
President.....Claudia T. Johnson
V.P., Gen.-Comm. Mgr.....J. C. Kellam
Asst. Sta.-Sales Mgr.....Willard Deason
Prog.-Prod. Director.....Richard S. Pryor
Publicity Director.....Harvey O. Payne
Chief Announcer.....David L. Smith
Musical Director.....Jane Holt Thomas
Chief Engineer.....Frank W. Yeagley
Farm Editor.....Reese Turner

# KTXN

## AUSTIN—1948

Frequency: 1370 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Radio KTXN
Business-Studio Address.....309 W. 21st St.
Phone Number .....7-4476
Transmitter Location.....W. Lake Dr.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Thesaurus
Membership .....NAB
Gen.-Sta.-Comm. Mgr., Program Director.....Thomas G. Harris
Chief Announcer.....Dan H. Williams
Chief Engineer.....David H. Martin

# KVET

## AUSTIN—1946—MBS

Frequency: 1300 Kc.....Power: 1000 Watts
Owned-Oper. By.....Austin Bcstg. Co., Inc.
Business-Studio Address..113A W. Eighth St.
Phone Number .....8-8521
Transmitter Location.....Bull Creek Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Forjoe
President.....John B. Connally
General-Station Mgr.....Willard Deason
Commercial Manager.....Charles Howell
Sales Prom. Mgr., Pub. Dir...Bonner McClane
Prog.-Prod. Director.....Fred M. Caldwell
Musical Director.....Carl Mann
Chief Engineer.....Frank Yeagley

# KRUN

## BALLINGER—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Runnels County Bcstg. Co.
Bus.-Transmitter Address .....Ballinger
Phone Number .....711-2
Studio Address.....Zappe Bldg.
Air Time .....16 Hrs.
News Service .....AP
Transcription Service.....Standard, SESAC, Keystone
Membership .....NAB
President, General Mgr.....R. E. Bruce
Comm. Mgr., Prog. Dir.....J. M. Isaacs
Chief Engineer.....W. C. Kelley

# KIOX

## BAY CITY—1947—MBS-KBS

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Bay City Bcstg. Co.
Business Address.....P. O. Box 1391
Phone Number .....642
Studio-Transmitter Location.....W. Columbia Hway.
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service.....Capitol, Keystone
Membership.....NAB, BMB, FMA
President.....J. G. Long
General-Station Mgr.....John F. Cooke

Commercial Manager.....Pat Reed
Sales Prom. Mgr., Chief Announcer. .Hal Ewing
Prog.-Pub. Dir.....LaVerne Ewing
Musical Director.....Nonie Kovar
Chief Engineer.....Glenn R. Ellis
Farm Editor.....Bob Allen

# KRCT

## BAYTOWN—1947—KBS

Frequency: 650 Kc.....Power: 250 Watts d.
Owned-Operated By.....Bay Bcstg. Co.
Address .....Box 629
Phone Number .....1650
News Service .....AP
Transcription Service.....Standard, KBS
Representative.....Joseph Hershey McGillvra
President.....C. Q. Alexander
Vice President.....O. J. Howell
General Manager.....E. H. Keown
Commercial Mgrs.....Sylvia McKinstry, John Thompson
Production Manager.....G. E. Knapp
Chief Engineer.....Scott Cooper

# KREL

## BAYTOWN—1947—DIXIE

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Tri-Cities Bcstg. Co.
Business Address.....P. O. Box 419
Phone Number .....1360
Transmitter Location.....Decker Dr.
Air Time .....Unlimited
News Service .....UP
Transcription Service..Associated, Lang-Worth
President .....Robert Matherne
General Manager.....R. S. Bush
Program Director.....Byard Sooy

# KFDM

## BEAUMONT—1924
## ABC-LONE STAR

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By .....Beaumont Bcstg. Corp.
Business-Studio Address....1420 Calder Ave.
Phone Number .....2-7758
Transmitter Location..2 Mi. N. of Bridge City
Air Time .....Unlimited
News Service .....UP
Transcription Service...Lang-Worth, Standard
Representative.....Free & Peters
Membership .....NAB, BMB
President.....D. A. Cannon
Sec., Gen.-Sta.-Comm. Mgr.....C. B. Locke
Sales Prom. Mgr.....Helen Caldwell
Program Director.....Dave Russell
Prod.-Musical Dir.....Conrad Bering, Jr.
Publicity Director.....Ralph Ramos
Chief Announcer.....George Monroe
Chief Engineer.....Harold Jones

# KPBX

## BEAUMONT—1947—LIBERTY

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned By.....KPBX Bcstg. Co., Inc.
Operated By.....H. R. McGuire
Bus.-Studio Address.....New Crosby Hotel
Phone Number .....2-0201
Transmitter Location.....4945 Fannett Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service....Standard, MacGregor
Representative .....Forjoe
Membership .....NAB
President.....William Paul Beville
Gen.-Sta.-Sales Prom. Mgr., Publicity Director.....H. R. McGuire
Commercial Manager.....D. K. Maxted
Program Director.....Hugh Herrington
Production Director.....William Hammond
Chief Announcer, Musical Dir....Gordon Clark
Chief Engineer.....Hugh Strain
Farm Editor.....Glenn Earl

# KRIC

## BEAUMONT—1938—DIXIE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KRIC, Inc.

DELIVERING A TREMENDOUS 3-CITY MARKET:

BEAUMONT - ORANGE - PORT ARTHUR and the Rich Gulf Coast Area.

*Now 5000 Watts*

DAY and NIGHT — 560 Kilocycles

KFDM

Studios at Beaumont, Texas

Affiliated with
AMERICAN BROADCASTING CO.
and the
LONE STAR CHAIN
Represented By FREE and PETERS, INC.

Bus.-Studio-Transmitter Address..130 Wall St.
Phone Number .....4-9421
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Thesaurus, Associated
Representative .....Branham
Gen. Mgr., Prog. Dir.....Edwin Henry
Sales Prom. Mgr.....Robert Lee Tucker
Musical Dir.....Mrs. Margie Denise
Chief Engineer.....Marvin J. Easterwood
Farm Editor.....J. F. Combs

# KTRM

## BEAUMONT—1947—KBS

Frequency: 990 Kc.....Power: 250 Watts d.
Owned-Operated By.....KTRM, Inc.
Business-Studio Address.....230 Orleans St.
Phone Number .....2-8478
Transmitter Location...3240 Washington Blvd.
Air Time.....Sunrise-Sunset
News Service .....AP
Transcription Service.....World, Keystone
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Jack Neil
Commercial Manager.....G. L. Kirk
Program-Production Dir.....Joe Trum
Chief Engineer.....Ben F. Hughes

# KBST

## BIG SPRING—1936
## ABC-TEXAS STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Big Spring Herald Bcstg. Co.
Bus.-Studio Address.....702 Johnson St.
Phone Number .....1500
Transmitter Location.....1½ Mi. N.E. of city
Air Time .....18 Hrs.
News Service .....AP
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Robert W. Whipkey
Gen.-Station Mgr.....William J. Wallace
Comm.-Sales Prom. Mgr.....William L. Cox
Prog.-Prod.-Pub. Dir.....Robert Lindley
Chief Engineer.....Andrew M. Jones

# KFYN

## BONHAM—1948

Frequency: 1420 Kc.....Power: 250 Watts d.
Owned By.....Fannin County Bcstg. Co.
Operated By.....Frank Svoboda
Bus.-Studio-Transmitter Address..903 E. 4th St.
Phone Number .....781
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Station Manager.....R. M. Shuffler
Commercial Manager.....W. M. Thornton
Program Director.....Laurin Donaldson
Chief Engineer.....T. E. Wright

# KHUZ

## BORGER—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....R. G. Hughes
Business Address.....Box 1531
Phone Number .....1600
Studio-Transmitter Location.....Clayton St.
Air Time.....6:30 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
Owner.....R. G. Hughes
General-Station Mgr.....Wayne Phelps
Commercial Manager.....Harry Chilton
Program Director.....Lynn Miller
Publicity Director.....Jack Roberts
Chief Engineer.....Herman Kreiger

# KNEL

## BRADY—1935—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....G. L. Burns
Business-Studio Address....106 N. Blackburn
Phone Number .....77
Transmitter Location.....1 Mi. E. Court House
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Keystone
Membership .....NAB
Gen.-Station Manager.....G. L. Burns
Comm.-Sales Prom. Manager.....C. D. Reed
Prog. Dir., Chief Announcer.....Gene Burns
Chief Engineer.....Cecil Nelin

# KSTB

## BRECKENRIDGE—1947—KBS

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Oper. By..Stephens County Bcstg. Co.
Business-Studio Address.....Miller Bldg.
Phone Number .....1430
Transmitter Location.....1½ Mi. W. of city
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service...Lang-Worth, Keystone
Membership .....NAB
General-Station Mgr.....R. W. Chapman
Commercial Manager.....Gilbert Webb
Chief Announcer.....Tommy Drake
Chief Engineer.....R. L. Smith
Farm Editor.....W. R. Lace

# KWHI

## BRENHAM—1947

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Tom S. Whitehead
Business Addre .....Brenham
Phone Number .....655, 611
Studio Address .....Main St.
Transmitter Locaiu.....2 Mi. N. on Hway. 36

Air Time.....6 a.m.-sunset
News Service .....UP
Transcription Service.....Lang-Worth, SESAC
Owner, Manager.....Tom S. Whitehead
Commercial Manager.....Leo W. Gardner
Program Director.....Bill Sloan
Chief Engineer.....Richard Webb
Farm Editor.....Joe Frobese

# KVAL

## BROWNSVILLE—1946—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....T. Frank Smith
Address.....2701 San Benito Hway.
Phone Number .....2-6452
Transmitter Location..2701 San Benito Hway.
Air Time.....6 a.m.-M.
News Service .....AP
Representative.....Free & Peters
Membership .....NAB, BMB
General Manager.....T. Frank Smith
Commercial Manager.....William Eikner
Program Director.....Don Hedman
Chief Engineer.....Ed. Frazier

# KBWD

## BROWNWOOD—1941
## MBS-KBS-TEXAS STATE

Frequency: 1380 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Brown County Bcstg. Co.
Business-Studio Address....800 Hawkins St.
Phone Number .....2401
Transmitter Location.....Williams Ranch Rd.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Representative .....Walker
Membership .....NAB
President, General Mgr.....Wendell Mayes
Commercial Manager.....F. T. Wilson
Program Director.....Howard Edwards
Chief Engineer.....A. W. Stewart

# KORA

## BRYAN—1947—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Bryan Bcstg. Co.
Bus.-Studio Address.....305 W. 26th St.
Phone Number .....2-1451
Transmitter Location.....Villa Maria Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Thesaurus
Owner, Gen. Mgr., Chief Engineer.....David C. Jones, Jr.
Actg. Sta.-Comm. Mgr.....Euell G. Byers
Prog.-Farm Dir., Chief Announcer.....William J. Zak, Jr.

# KCTX

## CHILDRESS—1947—MBS

Frequency: 1510 Kc.....Power: 250 Watts d.
Owned-Oper. By..Golden West Bcstg. Co., Inc.
Bus.-Studio. Address.....217½ N. Main
Phone Number .....1085
Transmitter Location....1 Mi. W. of Childress
Air Time.....Local sunrise-sunset
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
President.....R. Malone Hagan
General Manager.....George D. Cowan
Commercial Manager.....Malone Hagan
Program Director.....LeRoy Carter
Publicity Director.....Mildred Sikes
Chief Announcer.....Bob Pace
Chief Engineer.....Brooks Braffett

# KCLE

## CLEBURNE—1947

Frequency: 1120 Kc.....Power: 250 Watts d.
Owned-Operated By.....Marti, Inc.
Business-Studio Address.....919 N. Main
Phone Number .....1025
Transmitter Location.....Route 3
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB
Pres., Gen.-Sta.-Comm.-Sales Prom. Manager.....George W. Marti
Program Director.....D'Voe Lee
Chief Engineer.....George W. Marti
Farm Editor.....C. A. Munch

# KSTA

## COLEMAN—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By..Coleman County Bcstg. Co., Inc.
Business Address.....Box 827
Phone Number .....8406
Studio-Transmitter Address....Abilene Hway.
Air Time .....Daytime
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB
President.....H. H. Jackson
Sta.-Comm.-Sales Prom. Mgr....Floyd Shelton
Prog.-Prod.-Pub. Dir.....Billy B. Beach
Musical Director.....Raymond Odom
Chief Engineer.....R. B. Seals

# WTAW

## COLLEGE STATION—1922—ABC

Frequency:1150 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....The Agricultural & Mechanical College of Texas

Bus.-Studio Address.....Administration Bldg.
Phone Number .....4-6724
Transmitter Location..Bet. Bryan & College Sta.
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service .....World
Membership .....NAB
Gen.-Sta.-Comm. Mgr.....Frank J. Sosolik
Program Director.....Betty Jo Edwardson
Chief Announcer.....Bill Dupre
Chief Engineer.....Frank J. Sosolik
Farm Editor.....Andy Adam

# KEYS

## CORPUS CHRISTI—1940
## CBS-LONE STAR

Frequency: 1440 Ks.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Nueces Bcstg. Co.
Business Address.....P. O. Box 1460
Phone Number .....2-7411
Studio Address.....Center Theater Bldg.
Transmitter Location.....Shell Rd.
Air Time.....18 Hrs.
News Service .....UP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
Owners.....Charles Rossi, Earl C. Dunn, H. B. Lockhart, E. C. Hughes
Station Manager.....L. A. Wofford
Commercial Manager.....Earl Hawthorne
Prog.-Prod. Dir.....Lawrence W. Rasco
Pub.-Musical Dir.....Trudi Carr
Chief Engineer.....Harold Griffith

# KRIS

## CORPUS CHRISTI—1937—NBC-TQN

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By.....Gulf Coast Bcstg. Co.
Business Address.....P. O. Box 840
Phone Number .....6354
Studio Address.....Driscoll Hotel
Transmitter Location.....Ocean Dr.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative.....Free & Peters
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....T. Frank Smith
Commercial Manager.....William Eikner
Chief Engineer.....Ken Bridges

# KSIX

## CORPUS CHRISTI—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Corpus Christi Bcstg. Co., Inc.
Business-Studio Address.....Showroom Bldg.
Phone Number .....2-9242
Representative .....Forjoe
General Manager.....Vann M. Kennedy

# KWBU

## CORPUS CHRISTI—1943

Frequency: 1030 Kc....Power: 50,000 Watts d.
Owned By.....Baylor Univ. of Waco
Business Address.....P. O. Box 898
Phone Number .....5258
Studio Address.....White Plaza Hotel
Transmitter Location .....Gregory
Air Time .....Daytime
News Service .....AP
Representative .....Branham
General Manager.....Carr P. Collins
Station Manager.....Roy R. Kay
Office Manager.....Maydell Wallace
Musical Director.....Irene Hill
Chief Engineer.....Nestor Cuesta

# KAND

## CORSICANA—1937—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Alto, Inc.
Bus.-Studio Address....State Natl. Bank Bldg.
Phone Number .....2486
Transmitter Location.....Hway. 75
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service...Lang-Worth, Standard, Keytsone
Representative .....Branham
Membership .....NAB
Vice Pres.....J. C. West
General-Station Mgr.....Ernest T. Jones
Chief Engineer.....Orvis Beal

# KXIT

## DALHART—1948

Frequency: 1410 Kc.....Power: 500 Watts d.
Owned-Operated By.....Dalrad Associates
Business-Studio Address.....P. O. Box 1350
Phone Number .....740
Transmitter Location.....2 Mi. N. of city on Hway. 54
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Lang-Worth
Membership .....NAB
Co-Owners.....Ed Bishop & Baird Bishop
General Manager.....Kenneth B. Bishop
Chief Engineer.....Bill Smith

# KIXL

## DALLAS—1947

Frequency: 1040 Kc.....Power: 1000 Watts d.
Owned-Operated By....Variety Bcstg. Co., Inc.

# DOUBLE COVERAGE for DALLAS - FT. WORTH!

**s-t-r-e-t-c-h that Dollar!**

Make it do double-duty in a billion dollar market with the famous WRR-KFJZ combination . . . over-lapping coverage, simultaneous or separate schedules, at a single, economical price!

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**KFJZ**—FORT WORTH

**WRR**—DALLAS

NATIONAL REPRESENTATIVE — JOHN BLAIR & CO.

NEW YORK • CHICAGO • DETROIT • ST. LOUIS • LOS ANGELES • SAN FRANCISCO

Business-Studio Address....1401 S. Akard St.
Phone Number.....Riverside 4521
Transmitter Location.....5500 Parkdale Dr.
Air Time .....Daytime
News Service .....AP
Transcription Service.....Standard, World, MacGregor
Representative .....Forjoe
Membership .....NAB
President, General Manager.....Lee Segall
Asst. Manager.....Tom W. Massey
Program Director.....Charles F. Payne
Production Manager.....John D. Wilson
Chief Engineer.....Bob E. Tripp

# KLIF

## DALLAS—1947—LIBERTY

Frequency: 1190 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Trinity Bcstg. Corp.
Business-Studio Address.....Cliff Towers
Phone Number.....Winfield 0328
Transmitter Location.....Scyene Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Associated
Representative....Burke, Kuipers & Mahoney
Membership .....NAB
President.....Barton R. McLendon
General Manager.....Gordon McLendon
Station Manager.....C. E. Wilson
Commercial Manager.....M. H. Lehman
Program-Production Dir.....Fred Edwards
Chief Announcer.....Al Turner
Chief Engineer.....Glen Callison

# KRLD

## DALLAS—1926—CBS

Frequency: 1080 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Daily Times Herald
Business-Studio Address.....Adolphus Hotel
Phone Number.....Central 6811
Transmitter Location .....Garland
Air Time.....5:30 a.m.-M.
News Service.....AP, INS
Transcription Service.....Standard, Capitol
Representative .....Branham
Membership .....NAB, BMB
President.....John W. Runyon
General Manager.....Clyde W. Rembert
Asst. Mgr., Pub. Dir.....J. W. Crocker
Commercial Mgr.....William A. Roberts
Program Director.....Roy George
Chief Announcer.....Ves Box
Musical Director.....Hugh Fowler
Chief Engineer.....Roy M. Flynn

# KSKY

## DALLAS—1941

Frequency: 660 Kc.....Power: 1000 Watts d.
Owned-Operated By.....SKY Bcstg. Service
Business-Studio Address.....Hotel Stoneleigh
Phone Number.....Central 6193-4, LD800
Transmitter Location.....Bruton Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Associated
Membership .....NAB
President, General Manager.....A. L. Chilton
Station-Comm. Manager.....R. G. Terrill
Program Director.....Leonard Holland
Chief Announcer.....Richard F. Parker
Musical Director.....James L. Hughes
Chief Engineer.....Morris M. Ming

# WFAA

## DALLAS—1922
## NBC-ABC-TEXAS QUALITY

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned-Operated By.....A. H. Belo Corp.
Business-Studio Address.....1122 Jackson St.
Phone Number.....Riverside 9631
Transmitter Location..WFAA-820, Grapevine; WFAA-570, Arlington
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service..Thesaurus, Lang-Worth, Associated, SESAC
Representative.....Edward M. Petry
Membership .....NAB, BMB
President.....E. M. Dealey
General Manager.....Martin B. Campbell
Commercial Manager.....Ralph W. Nimmons
Sales Prom. Manager.....Robert E. Summers
Program Director.....Kelly Maddox
Production Director.....Bert Mitchell
Publicity Director.....Louis A. Brecult, Jr.
Musical Director.....Billy Mayo
Chief Engineer.....J. Raymond Collins
Farm Editor.....Murray E. Cox

# WRR

## DALLAS—1920—MBS-TEXAS STATE

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By.....City of Dallas
Business Address.....Municipal Radio Bldg., State Fair Grounds
Phone Number .....T3-6101
Transmitter Location.....White Rock Lake
Air Time .....Unlimited
News Service .....AP
Representative .....John Blair
Membership .....NAB
Chairman.....E. O. Cartwright
Managing Director.....Dale Drake
Program Director.....Pete Teddlie
Publicity Director.....Ruth Jones
Musical Director.....Alta Faye
Chief Engineer.....D. J. Tucker
Farm Editor.....Al Jones

# KDLK

## DEL RIO—1947

Frequency: 1230 Kc.....Power: 250 Watts
Owned By.....Del Rio Bcstg. Co.
Operated By.....J. A. Clements
Business Address.....P. O. Box 1162
Phone Number .....1234
Studio-Transmitter Location.....Cypress & E. Second Sts.
Air Time .....Unlimited
News Service .....UP
Representative.....Keese & Melville
Membership .....NAB
Gen. Mgr., Pub. Dir.....James A. Clements
Commercial Manager.....Hal Harlan
Prog. Dir., Chief Engineer....Norman Lassetter
Chief Announcer.....Norm Germani
Farm Editor.....Chuck Breezy

# KDSX

## DENISON—1948

Frequency: 1220 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Grayson Bcstg. Co.
Address.....P. O. Box 263
Phone Number .....3-400
News Service .....AP
Transcription Service .....Standard
President, Gen. Mgr.....B. V. Hammond, Jr.
Prog. Dir., Prom. Mgr.....William H. Burkett
Chief Egnineer.....Fred Weaver

# KDNT

## DENTON—1938—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Harwell V. Shepard
Business-Studio Address.....Radio Center
Phone Number .....276
Transmitter Location.....300 W. Ross St.
Air Time .....Unlimited
News Service .....UP
Transcription Service....Thesaurus, Keystone
General Manager.....Harwell V. Shepard

# KDDD

## DUMAS—1947—WESTERN IND.

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By....North Plains Bcstg. Corp.
Bus.-Studio-Transmitter Address...Hway. 287, No. edge of Dumas
Phone Number .....2-4411
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....Standard, Capitol
Pres., Chief Engineer.....Lucian W. Spencer
Gen.-Sta.-Comm. Mgr.....Tom M. Kritser
Prog.-Prod. Dir., Chief Announcer.....Ray C. Larson
Musical Director.....Katherine Vitz
Farm Editor.....J. B. Wade

# KURV

## EDINBURG—1947

Frequency: 710 Kc.....Power: 250 Watts d.
Owned-Operated By.....J. C. Looney
Bus.-Studio-Transmitter Address....2 Mi. N. Hi Way
Phone Number .....710-1
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....World
Representative .....Forjce
Membership .....NAB, BMB
Owner.....James Cullen Looney
Gen.-Sta.-Comm. Mgr.....Allan Dale
Program-Production Dir.....Stuart Graymount
Publicity Director.....Les Brecht
Musical Director.....Don Peterson
Chief Engineer.....Warren Chase

# KULP

## EL CAMPO—1948

Frequency: 1390 Kc.....Power: 500 Watts d.
Owned-Oper. By..Wharton County Bcstg. Co.
Address.....P. O. Box 1390
Phone Number .....1390
News Service .....UP
Transcription Service .....Lang-Worth
President.....Louis T. C. Krueger
General Manager.....Robert E. Norton
Asst. Manager.....Robert R. Hathaway
Chief Engineer.....Joe E. Miller

# KELP

## EL PASO—1947—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned By.....Paso Bcstg. Co.
Business-Studio Address.....106 Texas St.
Phone Number .....3-3658
Transmitter Location .....Ascarate
Air Time.....6 a.m.-sunset
News Service .....UP
Transcription Service.....Capitol, Keystone
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....Lewis O. Seibert
Gen.-Comm. Manager.....David R. Worley
Sta. Mgr., Prog. Dir.....Lloyd Hawkins
Publicity Director.....Patricia Becker
Musical Director.....Beatrice Lewis
Chief Engineer.....Jesse Neil

# KEPO

## EL PASO—1948—ABC

Frequency: 690 Kc.....Power: 5000 Watts
Owned By.....W. Texas Bcstg. Co.
Operated By.....H. J. Griffith
Business-Studio Address....2419 N. Piedras St.
Phone Number .....5-2731

Transmitter Location..Hway. 54, 10 Mi. N.E. of El Paso
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative.....Paul H. Raymer
Membership .....NAB, BMB
Exec. Vice Pres.....Kenyon Brown
Station Manager.....Willard L. Kline
Commercial Manager.....Larry Clair
Prog.-Prod.-Musical Dir.....Gene Procter
Chief Engineer.....E. L. Gemoets
Farm Editor.....John Hicks

# KROD

## EL PASO—1940
## CBS-SOUTHWEST-LONE STAR

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Roderick Bcstg. Corp.
Business Studio Address...2201 Wyoming St.
Phone Number .....2-6551
Transmitter Location...Hway. 54, N.E. of city
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service....Associated, Standard
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Dorrance D. Roderick
V.P., Gen. Mgr.....Val Lawrence
Program Director.....Ted Hunt
Pub. Dir., Farm Editor.....Bob Canavan
Musical Director.....Arthur Brown
Chief Engineer.....Edward P. Talbott

# KSET

## EL PASO—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Sunland Bcstg. Co.
Bus.-Studio Address.....307 Mills St., P. O. Box 185
Phone Number .....3-2693
Transmitter Location.....1901 E. 11th St.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....Walker
Membership .....NAB
President.....Edward D. Hodge
General Manager.....Vincent W. McConn
Station Manager.....A. E. Mickel
Chief Engineer.....Lloyd Hilbun

# KTSM

## EL PASO—1929—NBC

Frequency: 1380 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Tri-State Bcstg. Co., Inc.
Bus.-Studio Address.....801 N. Oregon St.
Phone Number .....2-5423
Transmitter Location..First Ave., Lower Valley
Air Time .....Unlimited
News Service .....UP
Transcription Service..Thesaurus, Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB, BMB
General-Station Mgr.....Karl O. Wyler
Comm.-Sales Prom. Mgr.....Roy T. Chapman
Prog. Dir., Prod. Mgr.....Jack Chapman
Chief Engineer.....Kenneth J. Walton

# KCNC

## FORT WORTH—1946

Frequency: 870 Kc.....Power: 250 Watts d.
Owned-Oper. By....Blue Bonnet Bcstg. Corp.
Bus.-Studio Address.....705½ Main St.
Phone Number .....2-7175
News Service .....AP
Transcription Service.....Lang-Worth, Capitol
Representative .....Walker
President, Gen.-Comm. Mgr.....J. H. Speck
Vice President.....Earl A. Cullum
Program Director.....Luther Adkins
Promotion Manager.....Jerry Hahn
Chief Engineer.....Jack Hopkins

# KFJZ

## FORT WORTH—1922
## MBS-TEXAS STATE

Frequency: 1270 Kc.....Power: 5000 Watts
Owned-Oper. By....Texas State Network, Inc.
Business-Studio Address....1201 W. Lancaster
Phone Number .....3-3474
Transmitter Location .....Birdville
Air Time .....Unlimited
News Service .....AP
Transcription Service .....SESAC
Representative .....John Blair
Membership .....NAB
Pres., Sta. Mgr.....Gene L. Cagle
Vice-President.....Charles B. Jordan
Commercial Mgr.....Clyde D. Pemberton
Program Director.....Walton K. Blanton
Chief Engineer.....James T. Peterson

*(See Page 634)*

# KWBC

## FORT WORTH—1946—LIBERTY

Frequency: 970 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Worth Bcstg. Co.
Bus.-Studio Address.....Houston & 9th
Phone Number .....2-9231
Transmitter Location.....Old Denton Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Representative.....William G. Rambeau
Membership .....NAB
President.....P. W. Seward
General Manager.....Forrest Wallace
Program Director.....Lewis Love
Production Director.....Edward Hogan
Chief Engineer.....Melvin Parsons

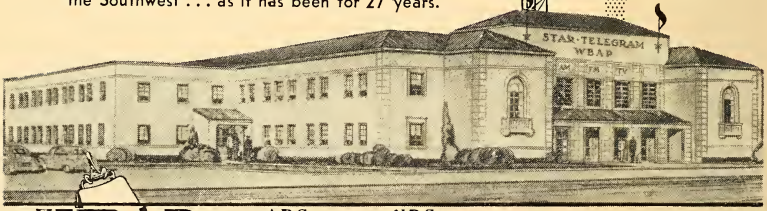
# From Earphones To Television

## 1922 • 1949

From 1922 to 1949—from earphones to television—the Star Telegram's Station WBAP has served successful advertisers best in the Southwest.

More returns per advertising dollar spent . . . more programs . . . more audience . . . more coverage . . . more promotion . . . more sales. These are reasons why WBAP's client list includes all the great industrial names.

On Sept. 29, 1948, WBAP-TV went on the air as the FIRST television station in the Southwest, pioneering the way for this exciting new medium. Radio or television . . . WBAP is your best buy in the Southwest . . . as it has been for 27 years.




**WBAP**
THE STAR-TELEGRAM STATION
SINCE 1922
FORT WORTH 2, TEXAS

**ABC** 570 Kc 5,000 watts

**NBC** 820 Kc 50,000 watts

**Lone Star Chain**

**AM•FM•TV**

Amon Carter, Pres. George Cranston, Mgr.
Harold Hough, Dir. Roy Bacus, Com. Mgr.

**FREE & PETERS, INC.** *National Representatives*

Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

# KXOL

## FORT WORTH—1947

Frequency: 1360 Kc.....Power: 1000 Watts
Owned-Oper. By....Fort Worth Bcstg. Co., Inc.
Bus.-Studio Address..1216 Pennsylvania Ave.
Phone Number.....3-1448-9, 3-1440
Transmitter Location.....Cor. Piper Lane & Gallaway Rd.
Air Time.....18 Hrs.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....John E. Pearson
President.....F. M. Skinner
Gen.-Sta.-Comm. Mgr.....Russ N. Lamb
Sales Prom. Mgr.....Herman C. Clark
Program Director.....Bill Herring
Publicity Director.....Bob Mayberry
Chief Engineer.....John R. Crouse

# WBAP

## FORT WORTH—1922
## NBC-ABC-LONE STAR

Frequency: 820 Kc.....Power: 50,000 Watts
Frequency: 570 Kc.....Power: 5000 Watts
Owned By.....Carter Publications, Inc.
Oper. By.....Fort Worth Star-Telegram
Business Address.....400 W. Seventh
Phone Number .....3-1234
Studio Address.....3900 Barnett St.
Transmitter Location..WBAP-820, Grapevine; WBAP-570, Arlington
Air Time .....Shares Time
News Service .....AP
Transcription Service.....World, Cole
Representative.....Free & Peters
Membership.....NAB, BMB, FMA
President .....Amon Carter
General Manager.....Harold Hough
Station Manager.....George Cranston
Commercial Manager.....Roy Baccus
Sales Prom. Manager.....Jack Holmes
Program Director.....Ed Lally
Production Director.....A. M. Woodford
Publicity Director.....Jack Rogers
Musical Director.....Gene Baugh
Chief Engineer.....R. C. Stinson
Farm Editor.....Layne Beaty

# KNAF

## FREDERICKSBURG—1947—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gillespie Bcstg. Co.
Business Address.....Box 347
Phone Number.....311, 369
Studio Address.....Security State Bank Bldg.
Transmitter Location.....U. S. Hway. 87
Air Time.....7 a.m.-10:15 p.m.
News Service .....AP
Membership .....NAB
Partners....Walter T. McKay, Arthur Stehling
Sta.-Sales Prom. Mgr.....Harry Van Slycke
Commercial Manager.....Fred Steadman
Prog. Dir., Chief Announcer....Gregg Winters
Chief Engineer.....Thornton L. Kidd
Farm Editor.....Walter Furman

# KGAF

## GAINESVILLE—1947—KBS

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Gainesville Bcstg. Co.
Business Address.....Training School Rd.
Phone Number .....1600
News Service .....AP
Transcription Service....Thesaurus, Standard, Keystone
Pres., Gen. Mgr.....Joe M. Leonard, Jr.
Program Director.....Louis C. Pitchford, Jr.
Chief Engineer.....Cordell Martin

# KGBC

## GALVESTON—1947

Frequency: 1540 Kc.....Power: 1000 Watts d.
Owned By.....The Galveston Bcstg. Co.
Operated By.....James W. Bradner, Jr.
Business-Studio Address.....Commerce Bldg.
Phone Number .....4329
Transmitter Location..E. end Galveston Island
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
General Manager.....James W. Bradner, Jr.
Commercial Manager.....Floyd Smith
Program Director.....Bill Jackson
Musical Director.....Mary Jean Duncan
Chief Engineer.....Jesse Simms

# KLUF

## GALVESTON—1923—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....The KLUF Bcstg. Co.
Business-Studio Address.....300 Haden Bldg.
Phone Number.....6676
Representative.....William G. Rambeau
President.....George Roy Clough
Gen. Comm. Mgr.....L. D. Clough

# KCTI

## GONZALES—1946

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gonzales Bcstg. Co.
Business Address.....425 St. George St.
Phone Number.....770
News Service.....AP
Transcription Service.....Capitol
Representative.....Gene Grant, Cooke
Chief Owners.....Lawrence M. Walshak, Frank Wilson, Jr.
Gen.-Commercial Mgr...Lawrence M. Walshak
Prom. Mgr., Chief Engr.....Frank Wilson, Jr.

# KSWA

## GRAHAM—1948

Frequency: 1330 Kc.....Power: 500 Watts d.
Owned-Oper. By.....Graham Bcstg. Co.
Address.....Box 748
Phone Number.....1200
News Service.....UP
Transcription Service.....Capitol
Pres., Gen. Mgr.....Clay Thompson, Jr.
Prom. Comm. Mgr.....Brooks Robertson
Program Director.....Joe Venso
Chief Engineer.....Vance Newsom

# KGVL

## GREENVILLE—1946
## MBS-TEXAS STATE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truett Kimzey
Business-Studio Address..Graham-Fagg Bldg.
Phone Number .....2066
Transmitter Location.....Wolfe City Hway.
Air Time.....6 a.m.-M.
News Service .....AP
Membership .....NAB
Owner, General Manager.....Truett Kimzey
Station Manager.....Earle Fletcher
Comm.-Sales Prom. Mgr.....Leo Hackney
Program-Production Dir.....James D. Jones
Chief Engineer.....Tom Clyce

# KCLW

## HAMILTON—1948

Frequency: 900 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hamilton Bcstg. Co.
Address.....P. O. Box 511
Phone Number.....500
News Service.....UP
Transcription Service.....Capitol
President.....Clyde Weatherby
Gen. Prom. Mgr.....William T. Stubblefield
Commercial Manager.....Alma Lee Yates
Program Director.....Joe C. Caldwell
Chief Engineer.....Carl Knella

# KGBS

## HARLINGEN—1941—CBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Harbenito Bcstg. Co.
Business Address.....P. O. Box 711
Phone Number .....2200
Studio-Transmitter Address..U. S. Hway. 83, bet. Harlingen & San Benito
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service...Associated, Standard, Capitol
Representative.....Burke, Kuipers & Mahoney
Membership .....BMB, FMA
President .....McHenry Tichenor
General-Station Mgr.....Troy McDaniel
Commercial Manager.....Dave Bennett
Program Director.....Frank Parker
Musical Director.....Gene Torbett
Chief Engineer.....Willis Wilson

# KGRI

## HENDERSON—1947

Frequency: 1000 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Henderson Bcstg. Co.
Business-Studio Address.....Henderson
Gen., Comm. Mgr.....C. H. Bruga
Promotion Manager.....Bill Boren

# KPAN

## HEREFORD—1948

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hereford Bcstg. Co.
Address.....Box 868
Phone Number.....860
News Service.....UP
Transcription Service.....Standard
Pres., Gen. Mgr.....Marshall Formby
Secretary.....John Blake
Comm. Mgr.-Prog. Dir.....Hal W. Bly Miller
Chief Engineer.....Rea Bowman

# KHBR

## HILLSBORO—1948

Frequency: 1560 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hill County Bcstg. Co.
Business-Studio Address....204 E. Franklin St.
Phone Number.....594
News Service.....UP
Transcription Service.....World
Program Director.....Rober Greable
Chief Engineer.....Sam W. Engle

# KATL

## HOUSTON—1947—LIBERTY

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Texas Bcstrs., Inc.
Business-Studio Address.....410 Main St.
Phone Number.....Preston 3108
Transmitter Location.....Post Oak Rd.
Air Time.....24 Hrs.
News Service.....AP, UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Weed
Membership .....NAB, BMB
President.....William Harry Talbot
Gen.-Sta. Mgr.....King Howard Robinson
Commercial Manager.....William C. Burks
Sales Prom. Manager.....Bernard Moses
Prog.-Prod. Dir.....William S. Newkirk
Publicity Director.....Robert Matthes
Musical Director.....Millie Tilly
Chief Engineer.....Edward Martin

# KCOH

## HOUSTON—1948

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Call of Houston, Inc.
Business-Studio Address.....M&M Building
Phone Number.....Charter 4-1888
News Service.....UP
Transcription Service.....World, Associated
Representative .....Bozell & Jacobs
President.....William A. Smith
Vice-Presidents.....E. C. Hughes, Ed Hoffman
General Manager.....Lee Hogg
Commercial Manager.....William Lightfoot
Program Director.....Dick Hetrick
Chief Engineer.....H. B. Balch

# KLEE

## HOUSTON—1948

Frequency: 610 Kc.....Power: 5000 Watts
Owned-Operated By.....W. Albert Lee
Business-Studio Address.....Milby Hotel
Phone Number.....Preston 1161
Transmitter Location.....1 Mi. from intersection N. Sherperd & Airline
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Associated
Representative .....Walker
Membership .....NAB, BMB
President.....W. Albert Lee
General-Station Manager.....Ted Hills
Commercial Manager.....John Pace
Sales Prom. Manager.....Lou Eastman
Program Director.....Guy Savage
Production Director.....Gene Myers
Publicity Director.....Beverly Kobel
Chief Announcer.....Jack Matthews
Musical Director.....Glenn Miller
Chief Engineer.....Paul Huhndorff
Farm Editor.....Jack Timmons

# KNUZ

## HOUSTON—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Veterans Bcstg. Co.
Business-Studio Address....905 Scanlan Bldg.
Phone Number.....Beacon 3-8801
News Service.....UP
Transcription Service.....Lang-Worth, Capitol
Representative .....Forjoe
President.....Max H. Jacobs
Gen., Comm. Mgr.....Dave Morris
Program Director.....Walter Colvin
Promotion Manager.....Alec Gifford
Chief Engineer.....Carlton Woodell

# KPRC

## HOUSTON—1925
## NBC-TEXAS QUALITY

Frequency: 950 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Houston Post Co.
Business-Studio Address.....Lamar Hotel
Phone Number.....Fairfax 7101
Transmitter Location .....Deepwater
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, Standard
Representative .....Edward Petry
Membership .....NAB, BMB
President, Owner.....W. P. Hobby
General Manager.....Jack Harris
Asst. Gen. Mgr.....Jack McGrew
Sales Prom. Manager.....Charles C. Dyer, Jr.
Production Manager.....Brooke Carroll
Publicity Director.....Jane Braunstein
Chief Engineer.....Harvey Wheeler
News Editor.....Pat Flaherty

# KTHT

## HOUSTON—1944
## MBS-TEX. STATE

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Oper. By.....Texas Star Bcstg. Co.
Business-Studio Address.....4000 S. Main St.
Phone Number.....Keystone 3-5535
Transmitter Location.....Nr. San Jacinto Battlegrounds
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Associated, Capitol
Representative .....Avery-Knodel
Membership .....BMB, FMA
President.....Roy N. Hofheinz
Gen.-Sta.-Comm. Mgr.....Bill Bennett
Sales Prom. Mgr., Pub. Dir.....Lauri Schutt
Program Director.....Gene Lewis
Chief Engineer.....O. B. Johnson

# KTRH

## HOUSTON—1930—CBS

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....KTRH Bcstg. Co.
Business-Studio Address.....Rice Hotel
Phone Number.....Preston 4361
News Service.....UP
Transcription Service.....World
Representative.....John Blair
President.....B. F. Orr
Assistant Manager.....Ray Herndon
Sales Manager.....Ray Bright
Program Director.....Ted Nabors
Promotion Manager.....George McCormick
Engineers.....Tom Hiner, Lester Mullan

# KXYZ

## HOUSTON—1930
## ABC-LONE STAR

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Operated By.....Shamrock Bcstg. Co.
Business-Studio Address.....Gulf Bldg.
Phone Number.....Capitol 6151
Transmitter Location.....Deepwater
Air Time.....Unlimited
News Service.....AP
Transcription Service...Standard, Lang-Worth, London
Representative.....Free & Peters
Membership.....NAB, BMB, FMA
President.....Glenn H. McCarthy
General Manager.....Reese Reinecker
Exec. Vice-President.....Fred Nahas
Comm.-Sales Prom. Mgr., Prog.-Pub. Director.....Terry Lee
Prod. Dir., Chief Announcer.....Art Finger
Musical Director.....Ed Badeaux
Chief Engineer.....Gerald R. Chinski
Farm Editor.....Bob Gray

# KSAM

## HUNTSVILLE—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntsville Bcstg. Co.
Bus.-Studio-Transmitter Address..Hway. 75 S.
Phone Number.....666
Air Time.....6:30 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Capitol, Keystone
Membership.....NAB
President.....J. G. Long
General Manager.....Bryan Powell
Sta.-Comm.-Sales Prom. Mgr., Publicity Director.....Harvard C. Bailes
Program-Production Director.....Don Gulihur
Chief Announcer, Chief Engineer.....John Neathery, Jr.
Musical Dir., Farm Editor.....Al Strong

# KEBE

## JACKSONVILLE—1946—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bill A. Laurie
Bus.-Studio-Transmitter Address...Pierce Lane & Lake St.
Phone Number.....2211
Air Time.....6:30 a.m.-10 p.m.
News Service.....UP
Transcription Service....Lang-Worth, SESAC, Keystone
Membership.....NAB, BMB
Owner, Gen.-Station Mgr.....Bill A. Laurie
Commercial Manager.....J. G. Johnson
Sales Prom. Mgr., Pub. Dir...Mrs. Emo Laurie
Prog.-Prod. Dir., Chief Announcer.....Tommy Perryman
Chief Engineer.....William M. McCreary, Jr.
Farm Editor.....George Womack
Continuity Editor.....Jerry Spencer

# KTXJ

## JASPER—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Jasper Bcstg. Co.
Business-Studio Address..Texas Theater Bldg.
Phone Number.....580
News Service.....UP
Transcription Service.....Capitol, SESAC
President.....Joe A. Tonahill
General Manager.....Raymond Dorsey
Program Director.....Ray C. Sherman
Chief Engineer.....Lawrence M. Sanders

# KOCA

## KILGORE—1936—KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Oil Capitol Bcstg. Assn.
Bus.-Studio Address.....102½ E. North St.
Phone Number.....1300
Transmitter Location.....Martin & Ross Sts.
Air Time.....6 a.m.-11 p.m.
News Service.....AP
Transcription Service.....Keystone
Membership.....BMB
President.....Roy G. Terry
Gen.-Sta.-Comm.-Sales Prom. Manager.....H. A. Degner
Prog.-Prod.-Musical Dir.....H. W. Haygood, Jr.
Pub. Dir., Farm Editor.....Patsy Eubanks
Chief Engineer.....Karem O. Soule

# KVET

## KERRVILLE—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Leonard B. Brown
Address.....P. O. Box 271

# KPET

## LAMESA—1947—KBS

Frequency: 690 Kc.....Power: 250 Watts d.
Operated By.....Lamesa Bcstg. Co.
Business-Studio Address....408 N. Second St.
Phone Number.....690
Transmitter Location.....1½ Mi. S.E. Lamesa
Air Time.....Local sunrise-sunset
News Service.....UP
Transcription Service.....Keystone
Membership.....NAB, BMB
Gen.-Sta.-Comm. Mgr.....Kermit Ashby
Sales Prom. Mgr.....Clayton Barkhurst
Prog.-Prod.-Pub. Dir.....Mrs. O. K. Connor
Chief Announcer, Musical Director.....Johnnie Thurman, Jr.
Chief Engineer.....Eugene Cornelius
Farm Editor.....Hugh Smith

# KHIT

## LAMPASAS—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Lampasas Bcstcg. Co.
Address.....P. O. Box 789
News Service.....UP
Transcription Service.....SESAC
Presidents.....Sylvester Lewis, Robert O. Easton
Gen. & Prom. Mgr.....Easton R. Pace
Commercial Manager.....Walter Derwin
Program Director.....Taylor Spence
Chief Engineer.....Troy Whitaker

# KPAB

## LAREDO—1938—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Laredo Bcstg. Co.
Business-Studio Add ess.....Hamilton Hotel
Phone Number .....2124-5
Transmitter Location.....1 Stone Ave.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....Capitol, Keystone
Representative.....John E. Pearson
Membership .....NAB, BMB
President .....Howard Davis
General-Station Mgr.....Mark Perkins
Commercial Manager.....Gordon Lloyd
Program Director.....James B. Creed
Chief Engineer.....K. Hulan Smith

# KVOW

## LITTLEFIELD—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....J. C. Rothwell
Business Address.....Box 192
Phone Number .....400
Studio-Transmitter Location.....Clovis Hway.
Air Time.....6.:30 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....J. C. Rothwell
General Manager.....J. B. McShan
Commercial Manager.....J. C. Dorrell
Program Director.....Othell W. Witson
Chief Announcer.....Wayne Robison
Chief Engineer.....James Zackery

# KFRO

## LONGVIEW—1934
## ABC-KBS-TEX. STATE

Frequency: 1370 Kc.....Power: 1000 Watts
Owned-Oper. By.....Voice of Longview
Bus.-Studio Address.....Curtis Bldg., P. O. Box 792
Phone Number .....411
Transmitter Location.....Marshall Hway.
Air Time .....Unlimited
News Service .....AP
Transcription Service...Lang-Worth, Keystone
Representative .....Donald Cooke
Membership .....NAB, BMB
President.....James R. Curtis

# KLTI

## LONGVIEW—1948

Frequency: 1280 Kc.....Power: 1000 Watts d.
Owned-Operated By.....R. G. LeTourneau
Address .....P. O. Box 1866
Phone Number.....4331
News Service.....INS
Transcription Service.....Associated
President.....R. G. LeTourneau
General Manager.....Merl Saxon
Commercial Manager.....Lawrence Birdsong
Program Director.....Richard A. Cousins
Chief Engineer.....Ken Maxwell

# KCBD

## LUBBOCK—1946—MBS

Frequency: 1590 Kc.....Power: 1000 Watts
Owned-Operated By.....Caprock Bcstg. Co.
Business-Studio Address.....1803 Broadway
Phone Number .....6348
Transmitter Location.....U. S. Hway. 87
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....John E. Pearson
Membership .....NAB
President, General Mgr.....Joe H. Bryant
Station Manager.....Robert L. Snyder
Commercial Manager.....George T. Dale
Publicity Director.....C. L. Land
Chief Engineer.....R. F. Lee
Farm Editor.....Gene Looper

# KFYO

## LUBBOCK—1927—ABC-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By..Plains Radio Bcstg. Co., Inc.
Business-Studio Address.....914 Ave. J
Phone Number .....5567
Transmitter Location.....2312 Fifth St.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....Capitol
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President (Amarillo).....Gene A. Howe
Exec. Gen. Mgr. (Amarillo)....O. L. Ted Taylor
Resident Gen. Mgr.....DeWitt Landis
Comm.-Sales Prom. Mgr.....Gordon Thompson
Program Director.....DeWitt Landis
Musical Director.....Georgia Ledbetter
Chief Engineer.....W. S. Bledsoe
Farm Director.....Jack Creel

# KSEL

## LUBBOCK—1946

Frequency: 950 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Lubbock Bcstg. Co.
Business Address.....Box 1524
Phone Number .....6376
Studio Address.....208 Ferguson Bldg.
Transmitter Location....¼ Mi. E. of Lubbock city limits
Air Time.....6 a.m.-1 a.m.
Transcription Service..Lang-Worth, Thesaurus, Cole
Rrepresentative .....Hal Holman
President.....Walter G. Russell
Gen.-Comm. Mgr.....Clyde H. Smith
Prog. Dir., Chief Announcer.....R. D. Preusch
Chief Engineer.....Roger V. Hively

# KRBA

## LUFKIN—1938—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Darrell E. Yates
Bus.-Studio Address.....110 S. First St.
Phone Number.....272, 1340, Transmitter 234
Transmitter Location....2 Mi. out on Hway. 59
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Lang-Worth, Cole, Keystone
Representative.....Continental Radio Sales
Membership .....NAB
Owner, Gen.-Sta. Mgr.....Darrell E. Yates
Comm.-Sales Prom. Mgr.....Arthur Greene
Prog.-Prod. Dir.....Allen Earl Vinson
Publicity Director.....Helen Campbell
Chief Engineer.....Ambrose Maxim

# KTRE

## LUFKIN—1947
## MBS-LONE STAR-E. TEX.

Frequency: 1420 Kc.....Power: 1000 Watts
Owned-Oper. By....Forest Capital Bcstg. Co., Inc.
Business Address.....Box 701
Phone Number .....1420
Studio Address.....114½ N. First St.
Transmitter Location.....Hway. 103
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Capitol
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....R. W. Wortham, Jr.
Gen.-Sta.-Comm. Mgr.....Richman G. Lewin
Sales Prom. Mgr.....Kenneth Barfield
Prog.-Prod.-Pub. Dir., Farm Editor..Ray Gordon
Musical Director.....Royce Christenson
Chief Engineer.....Fred C. Hill

# KMHT

## MARSHALL—1947
## MBS-TEX. STATE

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Marshall Bcstg. Co.
Business-Studio Address.....109 W. Rusk St.
Phone Number .....826
Transmitter Location.....Old Jefferson Hway.
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
President.....J. P. Duncan
General Manager.....C. F. Whitesides, Jr.
Commercial Manager.....Robert Martin
Program Director.....Katie Hylton
Chief Announcer.....John Scoggin
Chief Engineer.....William Lindsay

# KRIO

## McALLEN—1947—MBS-TEX. STATE

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Valley Bcstg. Assn., Inc.
Business Address.....P. O. Box 1551
Phone Number.....1700-1, 1440
Studio Address..Hway. 83, 1½ Mi. E. of city
Transmitter Location.....10th St. Rd., nr Edinburg
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Standard, SESAC
Representative..J. P. McKinney, Homer Griffith
Membership .....NAB
President .....Bryce Ferguson
General-Station Mgr.....Ingham S. Roberts
Commercial Manager.....H. R. Halcom
Prog. Dir., Chief Announcer.....W. J. Dickson
Chief Engineer.....W. M. Meiners

# KMAE

## McKINNEY—1947—LIBERTY

Frequency: 1600 Kc.....Power: 1000 Watts d.
Owned-Oper. By....McKinney Air Enterprises, Inc.
Bus.-Studio Address.....218 E. Virginia St.
Phone Number .....183-4
Transmitter Location..1½ Mi. W. of McKinney
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service....Lang-Worth, Capitol
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....George W. Smith, Jr.
Commercial Manager.....Melvin Belew
Program Director.....Denise Adkins
Chief Announcer, Chief Engineer.....C. W. Rampy
Farm Editor.....Page Johnson

# KORC

## MINERAL WELLS—1946—KBS

Frequency: 1140 Kc.....Power: 250 Watts d.
Owned-Operated By.....Raymond River
Business Address.....Box 31
Phone Number.....319
Transcription Service.....Standard, KBS
Owner-General Mgr.....Raymond River
Commercial Manager..... W. W. Wharton
Chief Engineer.....Jerry Hickman

# KCRS

## MIDLAND—1935—ABC-TEX. STATE

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By....Clarence Scharbauer, Jr., Ruth Scharbauer
Business-Studio Address..112 W. Missouri St., Box 1072
Phone Number .....1080
Transmitter Location...West Hway. 80, ½ Mi. W. Midland city limit
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Membership .....NAB, BMB
Sta.-Sales Prom. Mgr.....J. M. McDonald
Commercial Manager.....G. L. McDonald
Program Director.....Wayne Harrell
Chief Announcer.....David Cole
Chief Engineer.....Tom Yates

# KVKM

## MONAHANS—1946
## MBS-KBS-CACTUS-SOUTHWEST

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Monahans Bcstrs., Inc.
Business-Studio Address.....Radio Center
Phone Number.....438-9, 434
Transmitter Location.....1½ Mi. N. of Monahans on W. side of Hway. 67
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Keystone
Representative .....Taylor-Borroff
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Charles W. Stuckey
Comm.-Sales Prom. Mgr.....Larry B. Scheer
Prog.-Prod. Dir., Asst. Manager, Chief Announcer.....James E. Wright
Publicity Director.....Bill Lee
Chief Engineer.....John E. Straight

# KIMP

## MOUNT PLEASANT—1948

Frequency: 960 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Winston O. Ward

# KOSF

## NACOGDOCHES—1947—KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Kelly Bell
Address.....Lufkin Hgwy.
Phone Number.....1230
News Service.....UP
Transcription Service.....Lang-Worth, KBS
President.....Kelly Bell
Gen., Comm. Mgr.....Bob Atherton
Program Director.....J. C. Stallings
Promotion Manager.....Woodrow Muckelroy
Chief Engineer.....Frank Murray

# KSFA

## NACOGDOCHES—1947—LIBERTY

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By..Nacogdoches Bcstg. Co., Inc.
Bus.-Studio Address.....1509 North St., P. O. Box 56, N. St. Station
Phone Number .....860
Air Time .....Daytime
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
Pres., Gen.-Sta. Mgr...Wilbur Courtland Fouts
Commercial Manager.....Dick Kelly
Sales Prom. Mgr., Chief Engineer .....George Middlebrook
Prog. Dir., Chief Announcer, Farm Editor.....John Billingsley
Musical Director.....Ann Simon

# KECK

## ODESSA—1947

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Ben Nedow
Business Address.....P. O. Box 1369
Phone Number .....5791
Studio Address.....120 W. Third
Transmitter Location.....Hway. 80
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service...Lang-Worth, Standard, Associated
Membership .....NAB, BMB
Owner, Gen.-Sta. Mgr.....Ben Nedow
Commercial Manager.....Royce A. Collier
Sales Prom. Mgr., Prog.-Prod. Director .....Shirley Sporcic
Chief Announcer.....John Vacca
Chief Engineer.....James Kimbrell

# KOSA

## ODESSA—1947—CBS-SOUTHWEST

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Southwestern Bcstg. Corp.
Operated By.....Cecil L. Trigg

Business-Studio Address.....115 W. 6th
Phone Number .....4301
Transmitter Location.....Crane Hway.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Cole
Representative .....Taylor-Borroff
Membership .....NAB
President .....Paul Moss
General-Station Manager.....Cecil L. Trigg
Comm.-Sales Prom. Mgr....Robert Montgomery
Program Director.....John Guffey
Publicity Director.....William B. Gillett
Chief Announcer, Musical Dir.....Jim Thomas
Chief Engineer.....James Simpson
News Editior.....Ed Costello

# KRIG

## ODESSA—1945—MBS

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By....Oil Center Bcstg. Co., Inc.
Business-Studio Address.....111 E. Fifth
Phone Number .....6871
Transmitter Location....So. of City, Hway. 51
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Walker
President.....R. O. Canon
General-Station Manager.....J. N. McKean
Commercial Manager.....Art Hester
Program Director.....Clarence Garnes
Chief Engineer.....Paul Farmer

# KOGT

## ORANGE—1947—DIXIE

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By....Sabine Area Bcstg. Corp.
Business-Studio Address.....407 10th St., P. O. Box 551
Phone Number .....4381-2-3
Transmitter Location....3 Mi. N. of Orange on Hway. 87
Air Time.....5:45 a.m.-M.
News Service .....AP
Transcription Service.....Associated, Capitol
Representative .....Friedenberg
President .....J. Jacobs
V.P., Gen.-Sta. Mgr.....Arthur P. Kay, Jr.
Comm.-Sales Prom. Mgr.....Ken Freuden
Prog.-Prod.-Pub. Dir., Farm Editor.....Johnnie S. Foster
Musical Director.....Phil Scott
Chief Engineer.....Arthur P. Kay, Jr.

# KNET

## PALESTINE—1936
## MBS-KBS-LIBERTY

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Palestine Bcstg. Corp.
Business-Studio Address..219 Municipal Bldg.
Phone Number .....8686
Transmitter Location.....Jacksonville Hway.
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service....Thesaurus, Keystone
Representative.....Burke, Kuipers & Mahoney
President.....Gordon B. McLendon
General Manager.....Robert E. Stuart
Managing Director.....John H. Hensley
Program Director.....Marvin Crain
Chief Announcer.....Ralph Thorton
Chief Engineer.....Virgil Futch

# KPDN

## PAMPA—1936—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....C. H. Hoiles, Harry Hoiles, Jane Hoiles Hardie
Business Address.....Box 901
Phone Number.....1100-1
Transmitter Location.....East of city limits
Air Time.....Unlimited
News Service.....AP
Transcription Service.....World, KBS
Membership.....NAB, BMB
Station Manager.....John Michel
Program Director.....Ken Palmer
Chief Engineer.....Garth Osborne

# KPLT

## PARIS—1935—ABC-TEX. STATE

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....No. Texas Bcstg. Co., Inc.
Operated By.....Aubrey Harris
Business Address....Cor. S. Main & W. Austin
Phone Number .....1124-5-6
Studio Address.....Gibraltar Hotel
Transmitter Location.....Hway. 271
Air Time .....Unlimited
News Service .....AP
Representative.....John E. Pearson
Membership .....NAB
President.....A. G. Pat Mayse
Gen.-Sales Prom. Mgr., Prod.-Pub. Director .....Aubrey Harris
Asst. Manager.....Ann Nipp
Commercial Manager.....Robert C. Stone, Jr.
Prog. Dir., Chief Announcer.....Tom Seay, Jr.
Musical Director.....John Allen
Chief Engineer.....Eugene C. McNally
Farm Editor.....Roland Denney

# KIUN

## PECOS—1935
## MBS-KBS-SOUTHWEST

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Jack Hawkins, Barney Hubbs

Business Address.....316 S. Cedar St.
Phone Number .....21
Studio Address.....Radio Bldg.
Transmitter Location....1 Mi. N. of town, on Old Carlsbad Hway.
Air Time.....7 a.m.-10:30 p.m.
News Service .....UP
Transcription Service .....Keystone
Representative .....Taylor-Borroff
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Jack Hawkins
Comm.-Sales Prom. Mgr.....Don Brooks
Prog. Prod. Dir.....W. D. Martin, Jr.
Publicity Director.....Barney Hubbs
Chief Engineer.....Harry W. Boehnemann

# KEYE

## PERRYTOWN—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....North Plains Bcstg Co.
Address.....Box 96
News Service.....UP
Transcription Service.....Lang-Worth
President.....Carl Ellis
Mgr. & Comml. Mgr.....Irvin R. Buchanan
Program Director.....Zeb Williams
Chief Engineer.....Bill Mathis

# KVOP

## PLAINVIEW—1944—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....W. J. Harpole
Business-Studio Address.....Veigle Bldg.
Phone Number .....1400
Transmitter Location.....Wayland College Grounds
Air Time.....6 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Standard, Keystone
Membership .....NAB, BMB
Pres., General Mgr.....W. J. Harpole
Station Manager.....Rial L. Campbell
Comm.-Sales Prom. Mgr., Publicity Director.....Larry Darley
Program-Production Dir.....Bill Barrett
Musical Director.....Billie Joe Ogletree
Chief Engineer.....Carl Cook

# KOLE

## PORT ARTHUR—1947
## DIXIE-LIBERTY

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Port Arthur Bcstg. Co.
Business Address.....P. O. Box 1126
Phone Number.....2-9436-7-8, 2-6454
Studio Address.....Payne Bldg., Fourth at Fort Worth Sts.
Transmitter Location.....2830 27th St.
Air Time.....5:55 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Membership .....NAB
General-Station Manager.....Socs Vratis
Commercial Manager.....Frank Dussenbury
Sales Prom. Mgr.....Gray Harrower
Program Director.....Mary Anne Petru
Prod. Dir., Farm Editor.....Hal Parkes
Publicity Director.....Leonora De Grasse
Musical Director.....Jerry Oppel
Chief Engineer.....Claude Williams

# KPAC

## PORT ARTHUR—1934—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Port Arthur College
Bus.-Studio Add ess.....1515 Lakeshore Dr.
Phone Number .....7458
Transmitter Location.....Orange Hway.
Air Time.....Unlimited
News Service .....AP
Transcription Service.....Standard, World, MacGregor
Representative .....Donald Cooke
Membership .....NAB
President, Gen. Manager.....W. D. Mauldin
Station-Comm. Manager...Marjorie R. Vickers
Sales Prom. Mgr.....George Crouchet, Jr.
Program Director.....Corinne Enos
Production Director.....Harry Norman
Publicity Director.....Ruby Broyles
Chief Engineer.....Glenn Boatright

# KFRD

## ROSENBERG—1948

Frequency: 980 Kc.....Power: 5000 Watts d.
Owned-Oper. By..Ford Bend County Bcstg. Co.
Business-Studio Address..First Natl Bank Bldg.
Trustee.....Julius E. Junker

# KGKL

## SAN ANGELO—1928
## ABC-TEX. STATE

Frequency: 960 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....KGKL, Inc.
Business-Studio Address....St. Angelus Hotel
Phone Number .....6715
Transmitter Location..2 Mi. N.E. of San Angelo
Air Time .....Unlimited
News Service .....AP
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....H. C. Ragsdale
General Manager.....Lewis O. Seibert
Commercial Manager.....Robert Bradbury
Program Director.....Jeanne Rau

Publicity Director.....Jane Bosworth
Chief Announcer.....Joe Darby
Chief Engineer.....Frank M. Jones

# KTXL

## SAN ANGELO—1947
## MBS-LONE STAR

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Wes-Tex Bcstg. Co., Inc.
Bus.-Studio Address.....1901 W. Beauregard
Phone Number .....7183
Transmitter Location.....Robert Lee Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Taylor-Borroff
Membership .....NAB
President.....Armistead D. Rust
Station Manager.....Robert M. Baird
Program Director.....Don Phillips
Chief Engineer.....Jack Proctor
Farm Editor.....W. D. Reese

# KABC

## SAN ANTONIO—1926
## ABC-TEX. STATE

Frequency: 680 Kc.....Power: 50,000 Watts d.; 10,000 Watts n.
Owned-Oper. By.....Alamo Bcstg. Co., Inc.
Business-Studio Address.....Milam Bldg.
Phone Number .....F-3126
Transmitter Location.....Leon Valley
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....John Blair
Membership .....NAB, BMB
President.....Gene L. Cagle
Station-Comm. Manager.....Bill Michaels
Sales Prom. Mgr., Pub. Dir...L. Jerry Spengler
Program-Production Mgr.....Harold Carr
Chief Announcer.....James O. Wiggins
Musical Director.....Margaret Morris
Chief Engineer.....Joseph B. Haigh
News-Farm Editor.....John W. Scott

# KCOR

## SAN ANTONIO—1946

Frequency: 1350 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....KCOR, Inc.
Business-Studio Address.....214 Broadway
Phone Number.....Cathedral 1301
Transmitter Location....Whitby & Oxford Rds.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service..Radio Gemas (supplied from Mexico City in Spanish)
Representative.....J. P. McKinney
Membership .....NAB
President.....Raoul A. Cortez
V.P., Gen.-Station Mgr.....Charles F. Harris
Comm.-Sales Prom. Mgr...William P. Smythe
Prog. Dirs., Chief Announcers....(English) Marvin N. Broyles; (Spanish) Lalo Astol
Chief Engineer.....Kenneth R. Hyman

# KITE

## SAN ANTONIO—1947

Frequency: 930 Kc.....Power: 1000 Watts d.
Owned-Operated By....Charles W. Balthrope
Business-Studio Address....315 Transit Tower
Phone Number.....Fannin 0335
Transmitter Location.....Dartmouth at Stephenson Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service .....London
Representative.....William G. Rambeau
General-Station Mgr.....Charles W. Balthrope
Commercial Manager.....Alex A. Coe
Program Director.....Alec Chesser
Chief Engineer.....John Siercovich

# KMAC

## SAN ANTONIO—1926
## MBS-TEX. STATE

Frequency: 1240 Kc. (CP 630 Kc.)...Power: 250 Watts (CP 5000 Watts)
Owned-Oper. By.....The Walmac Co.
Bus.-Studio Address..222-224 W. Commerce St.
Phone Number.....Cathedral 6211
Transmitter Location....(Present) 319 Ave A; (under construction) Hway. 87, Martinez-Converse Rd.
Air Time .....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth, Cole, MacGregor
Representative.....John E. Pearson
Owner, Gen.-Station Mgr...Howard W. Davis
Sales Prom. Mgr., Pub. Dir....Shirley A. Minor
Prog.-Prod. Director.....Tony Bessan
Chief Announcer.....Bud Whaley
Chief Engineer.....Charles L. Brady
Farm Editor.....Joe Galeener

# WOAI

## SAN ANTONIO—1922
## NBC-TEX. QUALITY

Frequency: 1200 Kc.....Power: 50,000 Watts
Owned-Oper. By....Southland Industries, Inc.

Business-Studio Address....1031 Navarro St., P. O. Box 2641
Phone Number.....Garfield 4221
Transmitter Location .....Selma
Air Time.....5:45 a.m.-M.
News Service.....AP, INS, UP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....BMB
Pres., Gen.-Sta. Mgr.....Hugh A. L. Halff
Commercial Mgr.....David A. Keasler, Jr.
Sales Prom. Mgr.....Arthur L. Forrest
Program-Production Director.....Jerome Lee
Publicity Director.....Imogene Stanley
Musical Director.....Loraine Kneese
Chief Engineer.....Charles L. Jeffers
Farm Editor.....William W. Shomette

# KONO

## SAN ANTONIO—1927

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Mission Bcstg. Co.
Bus.-Studio-Transmitter Address....317 Arden Grove
Phone Number.....Fannin 5171
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Standard, SESAC, World
Representative .....Forjoe
Membership .....NAB, BMB
Owner.....Eugene J. Roth
General Manager.....Jack L. Pink
Commercial Manager.....James M. Brown
Program-Production Dir.....Robert F. Jenkins
Publicity Director.....Jack Shoemaker
Chief Announcer.....Ray Hunt
Musical Director.....Lew Fay
Chief Engineer.....George Ing
Farm Editor.....Blake McCreeless

# KTSA

## SAN ANTONIO—1922—CBS

Frequency: 550 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Sunshine Bcstg. Co.
Business-Studio Address.....Gunter Hotel
Phone Number.....Garfield 1251
Transmitter Location.....St. Hedwig Rd.
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service....Lang-Worth, SESAC, Thesaurus
Representative .....Taylor-Borroff
Membership.....NAB, BMB
President.....Gene A. Howe
Genl. Station Mgr.....Edgar T. Bell
Commercial Manager.....Rex Preis
Sales Prom. Mgr.-Pub. Dir.....Art Forrest
Program Director.....N. E. Thompson
Chief Engineer.....W. G. Egerton

# KCNY

## SAN MARCOS—1948

Frequency: 1470 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Hayes County Bcstg. Co.
Address .....Box 32
Phone Number.....888
News Service.....UP
Transcription Service.....Capitol
Pres., Prom. Mgr., Chief Engineer....Charles L. Cain
General Manager.....Merl Saxon
Program Director.....Dick Cousins
Commercial Manager.....Loretta Carlley

# KWED

## SEGUIN—1948

Frequency: 1580 Kc.....Power: 250 Watts d.
Owned-Operated By.....Weldon Lawson
Business-Studio Address.....434 N. Austin St.

# KRRV

## SHERMAN-DENISON—1936
## MBS-TEX. STATE

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Red River Valley Bcstg. Corp.
Business Address.....421 N. Crockett St.
Phone Number .....201
Studio Address....421 N. Crockett, Sherman; Cor. Fannin & Owing Sts., Denison
Transmitter Location..Hway. 75 bet. Sherman & Denison
Air Time..... 6a.m.-M.
News Service .....UP
Transcription Service.....World, Thesaurus
Representative.....John E. Pearson
Membership .....NAB, BMB
President.....G. H. Wilcox
General Manager.....L. L. Hendrick
Mgr. Denison Studio.....Orvin Franklin
Station Dir., Chief Announcer..R. D. Shoulders
Chief Engineer.....T. E. Spellman

# KTAN

## SHERMAN—1947—LIBERTY

Frequency: 1500 Kc.....Power: 250 Watts d.
Owned-Operated By.....Sherman Bcst. Corp.
Business-Studio Address.....P. O. Box 73
Phone Number .....2910
Transmitter Location..½ Mi. N. of Sherman on Hway. 75
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol
President.....E. T. Fant, Jr.
General-Station Mgr.....Otis McKinzie

Comm.-Sales Prom. Mgr.....Norman Wright
Prog.-Prod.-Musical Dir.....Louise Cobler
Publicity Director.....Mary Claycomb
Chief Announcer.....Jim Shelton
Chief Engineer.....Paul Phillips
Farm Editor.....Cecil Magers

# KDWT

## STAMFORD—1947—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....David W. Ratliff
Business Address .....Stamford
Phone Number.....840, 866
Studio-Transmitter Location.....Avoca Hway.
Air Time.....7 a.m.-10 p.m.
News Service .....AP
Transcription Service .....Keystone
Gen.-Sta.-Comm.-Sales Prom.
Manager.....David W. Ratliff
Prog.-Prod.-Pub. Director.....John Harris
Chief Announcer, Musical Dir., Chief
Engineer, Farm Editor.....Bill Howze

# KSTV

## STEPHENVILLE—1947—KBS

Freqeuncy: 1510 Kc.....Power: 250 Watts d.
Owned-Operated By.....Doyle E. Collup
Business Address.....Box 34
Phone Number .....950
Studio Address.....140 S. Belknap
Transmitter Location.....Dublin Hway.
Air Time.....7 a.m.-5:30 p.m.
News Service .....UP
Transcription Service .....Keystone
Membership .....NAB
Gen.-Sta. Mgr., Pub. Dir.....Doyle E. Collup
Prog.-Musical Dir.....Frances Mohundro
Chief Announcer.....J. Pat Narry
Chief Engineer.....Doyle E. Collup
Farm Editor.....Jack Edwards

# KSST

## SULPHUR SPRINGS—1947
## MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Hopkins County Bcstg. Co.
Bus.-Studio Address.....Pully Bldg.
Phone Number .....1230
Transmitter Location.....Radio Rd.
Air Time .....Unliimted
News Service .....AP
Transcription Service...Lang-Worth, Keystone
President.....William A. Edwards
Gen.-Sta.-Comm. Mgr...Vernon R. Montgomery
Sales Prom. Manager.....Clovis Pinion
Prog. Dir., Chief Announcer..Walter Lindberg
Musical Director.....Don Roberts
Chief Engineer.....William E. Bradford, Jr.

# KXOX

## SWEETWATER—1939—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Sweetwater Radio, Inc.
Operated By..J. S. McBeath, J. Harley Hubbard
Bus.-Studio-Transmitter Address.....Box 570,
Roby Hway.
Phone Number .....4655-6
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Standard, Cole, KBS
President.....J. S. McBeath
General-Station Mgr.....J. Harley Hubbard
Commercial Manager.....O. B. McCoy
Sales Prom. Manager.....Elwood Fritch
Prog.-Prod.-Pub. Dir., Chief Announcer,
Farm Editor.....Joe M. Yowell
Musical Director.....Glenn Kinsey
Chief Engineer.....J. T. Allen

# KTAE

## TAYLOR—1948

Frequency: 1260 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Williamson County Bcstg.
Co.
Business Address.....Box 191
Phone Number .....1260
Studio Address.....121½ E. 2nd St.
Transmitter Location.....Hway. 95
Air Time .....Daytime
News Service .....UP
Transcription Service.....World, SESAC
Membership .....NAB
Partner, Manager.....Graham Gillis Conoley
Sta. Mgr., Prog. Dir.....Jack P. Dubberley
Chief Engineer.....Gordon W. Rainey

# KTEM

## TEMPLE—1936—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Bell Bcstg. Co., Inc.
Business-Studio Address.....17 S. Third St.
Phone Number .....5252-3
Transmitter Location.....3 Mi. N. of Temple
Air Time .....Unlimited
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Membership .....NAB, BMB
President.....Frank W. Mayborn
General Manager.....Burton Bishop
Commercial Manager.....J. E. Callaway
Prog. Dir., Chief Announcer.....Tom Robinson
Chief Engineer.....Homer A. Cook

# KCMC

## TEXARKANA—1932
## ABC-TEX. STATE

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....KCMC, Inc.

Business Address.....317 Pine St.
Phone Number .....3-6151
Studio Address.....Gazette News Bldg.
Transmitter Location.....Summerhill Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service....Lang-Worth, SESAC, Cole
Representative .....Taylor-Borroff
Membership .....NAB, BMB
General Manager.....Frank O. Myers
Program Director.....Herman Cecil
Chief Engineer.....Harvey Robertson

# KTFS

## TEXARKANA—1946
## MBS-KBS-RAZORBACK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Texarkana Bcstg. Co.
Bus.-Studio Address....409½ State Line Ave.
Phone Number .....35-123-4
Transmitter Location.....S. Robison Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Keystone
Representative.....J. P. McKinney
Membership .....NAB
General Manager.....David M. Segal
Station Manager.....Les Eugene
Commercial Manager.....Martin O. Enger
Program Director.....Norman Bale
Chief Announcer.....Bob Lawrence
Chief Engineer.....Henry N. Fones

# KTLW

## TEXAS CITY—1948—KBS

Frequency: 920 Kc.....Power: 1000 Watts d.
Owned-Operated By.....J. G. Long
Business-Studio Address.....2521 Ave. F.
Air Time.....Daytime
Transcription Service.....Keystone

# KGKB

## TYLER—1930—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....E. Texas Bcstg. Co.
Operated By.....James G. Ulmer
Business-Studio Address.....115 S. College
Phone Number .....1106-7
Transmitter Location.....Sand Flat Rd.
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service...Lang-Worth. Keystone
Representative...John E. Pearson, Gene Grant
Membership .....NAB, BMB
President, Gen.-Station Mgr....James G. Ulmer
Commercial Manager.....W. E. Moore
Sales Prom. Mgr.....E. A. Vascocu
Program Director.....John W. Reavley
Production Director.....J. Edwin Smith
Publicity Director.....Martha Hancock
Chief Announcer.....John P. York
Musical Director.....Sam R. Matthews
Chief Engineer.....Hudson C. Collins

# KRST

## TYLER—1947

Frequency: 1530 Kc.....Power: 1000 Watts d.
Owned-Operated By...Rose Capital Bcstg. Co.
Business-Studio Address.....118 W. Dobbs

# KTBB

## TYLER—1947—LIBERTY-LONE STAR

Frequency: 600 Kc.....Power: 500 Watts d.
Owned-Operated By....Blackstone Bcstg. Co.
Business-Studio Address.....Blackstone Hotel
Phone Number .....7010-1
Transmitter Location.....Morningside Dr.
Air Time.....6 a.m.-sunset
News Service .....AP
Transcription Service.....Thesaurus, Capitol
Representative .....Taylor-Borroff
Membership .....NAB, BMB
Director.....S. H. Bothwell
General-Station Manager.....M. E. Danbom
Asst. Mgr., Pub. Dir.....David Bothwell
Program Director.....Don Tausch
Production Director.....Peter T. Wolf
Chief Announcer, Musical Dir.....Dana Adams
Chief Engineer.....Robert A. Wileman
Farm Editor.....Cy Heaton

# KVOU

## UVALDE—1947—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned By.....Uvalde Bcstrs.
Operated By.....Edward J. Harpole
Business-Studio Address....1450 Batesville Rd.
Phone Number.....717
Air Time.....6:45 a.m.-10 p.m.
Transcription Service.....Keystone
Representative.....Homer Griffith
Membership .....NAB
President-General Mgr.....Edward J. Harpole
Sta. Mgr., Com. Mgr., Prog. Dir..Joe Watson, Jr.
Publicity Director.....Stan Benson
Chief Engineer.....Sam Barker

# KVWC

## VERNON—1939—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Northwestern Bcstg. Co.

Business-Studio Address....1813½ Wilbarger
Phone Number .....1048-9
Transmitter Location....1 Mi. E. Courthouse on Hway. ext. fr. Wilbarger St.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Keystone
Representative .....Gene Grant
President.....R. H. Nichols
General Manager.....W. D. Dixon
Commercial Manager.....Jack Petrie
Program Director.....Bob Hardison
Prod. Dir., Chief Announcer.....Don Husted
Chief Engineer.....Herman Ridgway

# KVIC

## VICTORIA—1940—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Enterprises, Inc.
Business Address.....Box 725
Phone Number .....1107
Studio-Transmitter Location.....Cuero Hway.
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service.....Capitol, Keystone
Membership .....NAB
President, General Mgr.....J. G. Long
Sta. Mgr., Prog. Dir.....Robert Tharp
Comm.-Sales Prom. Mgr.....Jim Trueheart
Prod. Dir., Chief Announcer, Farm Editor.....Robert Cutting
Musical Director.....Carruth Palmer
Chief Engineer.....Robert McCown

# KWTX

## WACO—1946—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....KWTX Bcstg. Co.
Business-Studio Address.....108½ So. 6
Phone Number .....5770
Transmitter Location.....35 Mi. S.W. of 12th on Pierrard Rd.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative..J. P. McKinney, Homer Griffith
Membership .....NAB
President.....Gov. Beauford Jester
Gen.-Sta. Manager.....M. N. Bostick
Commercial Manager.....J. M. Brinegar
Sales Prom. Manager.....Rex Bodoin
Prog. Dir., Farm Editor.....Gerry Lansing
Production Director.....Al Mankin
Publicity Director.....C. L. Hinkle
Chief Announcer.....Byron Lowrey
Musical Director.....Lucille Novich
Chief Engineer.....L. R. Grubbs

# WACO

## WACO—1922—ABC-TEX. STATE

Frequency: 1460 Kc.....Power: 1000 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address.....Amicable Bldg.
Phone Number .....9315
Transmitter Location.....So. 12th St. Rd.
Air Time..... 6a.m.-M.
News Service .....AP
Representative .....Weed
Membership .....NAB
President .....Gene Cagle
General Manager.....R. Lee Glasgow
Commercial Manager.....Stanley E. Wilson
Program Director.....Bob H. Walker
Chief Engineer.....Jesse Dove

# KRGV

## WESLACO—1927—NBC-LONE STAR

Frequency: 1290 Kc.....Power: 1000 Watts
Owned-Operated By.....KRGV, Inc.
Bus.-Studio-Transmitter Address..201 Border St.
Phone Number .....375
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....Lang-Worth, SESAC
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....T. E. Snowden
Exec. General Mgr.....O. L. Ted Taylor
Station Manager.....Byron W. Ogle
Asst. Manager.....Dick Watkins
Commercial Manager.....Phil D. Dixon
Sales Prom. Manager.....Ted Cressner
Program Director.....Dick Harwell
Publicity Director.....Thelma Pearce
Chief Engineer.....O. L. Hartwig

# KFDX

## WICHITA FALLS—1947 ABC-LONE STAR

Frequency: 990 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Wichtex Bcstg. Co.
Bus.-Studio Address.....City National Bank Bldg., P. O. Box 1595
Phone Number .....2-8668
Transmitter Location.....Iowa Park Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President.....Darrold A. Cannan
General Manager.....Charles E. Clough
Commercial Manager.....Sid Grayson
Sales Prom. Manager.....Clark Jones
Program-Production Director....Arthur Busbey
Publicity Director.....Mike Carpenter
Chief Engineer.....John Adams

## KTRN

### WICHITA FALLS—1948

Frequency: 1290 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Texoma Bcstg. Co.
President.....Walter D. Cline
Vice-President.....Houston Harte

## KWFT

### WICHITA FALLS—1939—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....KWFT, Inc.
Business-Studio Address.....Kemp Hotel
Phone Number .....4182
Transmitter Location.....2½ Mi. W.N.E. of Resettlement Rd.
Air Time.....5:30 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Representative.....Paul H. Raymer
Membership.....NAB, BMB, FMA
President.....H. J. Griffith
Exec. Vice-President.....Kenyon Brown
Sta. Mgr., Prog. Dir.....Mott M. Johnson
Comm.-Sales Prom. Mgr., Publicity Director.....A. L. Pierce
Musical Director.....Lillie Mae Comiskey
Chief Engineer.....Herbert T. Wiley
Farm Editor.....Carter McGregor

# UTAH

*Estimated Population 655,000—Increase +19.0%—Radio Homes 155,100*
*Total Families 157,700—Stations in State 17*

## KBUH

### BRIGHAM CITY—1948—SKYLINE

Frequency: 800 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Samuel L. Stephens, Sr.
Bus.-Studio-Transmitter Address..948 W. Forest St.
Phone Number .....948-9
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....Capitol
Membership .....NAB
General Manager.....Samuel L. Stephens, Sr.
Sta. Mgr., Prog.-Prod. Dir.....Leo Higham
Comm.-Sales Prom. Manager.....Ed Black
Pub.-Musical Dir., Chief Announcer.....Sam Stephens, Jr.
Chief Engineer, Farm Editor.....William E. Bradshaw

## KSUB

### CEDAR CITY—1937—CBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....So. Utah Bcstg. Co.
Bus.-Studio Address.....El Escalante Hotel
Phone Number .....398-9
Transmitter Location.....Cedar City
Air Time .....Unlimited
Transcription Service.....World, Keystone
Membership .....NAB
President .....Ivor Sharp
Gen.-Station Mgr.....Roscoe A. Grover
Commercial Mgr.....Arthur Higbee
Chief Announcer.....Forrest Hunter
Musical Director.....Roy Halverson
Chief Engineer.....Hirschell Urie
Farm Editor.....Roscoe A. Grover

## KVNU

### LOGAN—1938
### MBS-KBS-INTERMOUNTAIN

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Cache Valley Bcstg. Co.
Bus.-Studio-Transmitter Address..1393 N. Main St.
Phone Number .....1400-1
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Keystone
Representative .....Avery-Knodel
Membership .....NAB, BMB
President .....Herschel Bullen
Gen.-Sta.-Comm.-Sales Prom. Mgr., Publicity Director.....Reed Bullen
Prog.-Prod.-Musical Dir., Chief Announcer .....Don Reber
Chief Engineer.....Delmont Olesen
Farm Editor.....Reed Bullen

## KMUR

### MURRAY—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Oral J. Wilkinson

## KLO

### OGDEN—1924
### MBS-INTERMOUNTAIN

Frequency: 1430 Kc.....Power: 5000 Watts
Owned-Oper. By.....Interstate Bcstg. Corp.
Bus.-Studio Address....425 25th St., Hotel Ben Lomond
Phone Number .....5721

Transmitter Location .....Kanesville
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....BMB
President, General Mgr.....A. L. Glassmann
Station Manager.....George B. Morgan
Comm. Mgr., Prog. Dir.....Col'in W. Lowder
Sales Prom. Manager.....Herman Green
Publicity Director.....Al Weeks
Chief Announcer, Musical Dir...Dean Thueson
Chief Engineer.....Wayne T. Boothe

# KOPP

## OGDEN—1947—KBS

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned By.....James B. Littlejohn
Operated By....Riley R. Gibson & Associates
Business Address.....P. O. Box 867
Phone Number .....4223
Studio-Transmitter Location.....W. 12th St.
News Service .....AP
Transcription Service..Lang-Worth, Associated, Keystone
President.....James B. Littlejohn
General-Station Mgr.....Riley R. Gibson
Commercial Manager.....N. Pratt Smith
Natl. Sales Mgr.....Roy W. Sinor
Prog. Dir., Farm Editor.....F. J. Wineriter
Chief Engineer.....Richard T. Sampson

# KVOG

## OGDEN—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....United Bcstg. Co.
Business Address.....P. O. Box 325
Phone Number .....2-7535
Studio-Transmitter Location..1538 Gibson Ave.
News Service .....UP
Transcription Service .....Standard
President, General Mgr.....Arch G. Webb
Asst. Manager.....Edward B. Burton
Program Director.....Gil Henry
Chief Engineer.....Gerald W. Peterson

# KOAL

## PRICE—1936
## MBS-KBS-INTERMOUNTAIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Eastern Utah Bcstg. Co.
Business-Studio Address.....P. O. Box 591
Phone Number.....Price 200
Transmitter Location .....Price
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....Keystone
Membership .....NAB
Pres., Gen.-Sta. Manager.....Jack Richards
Asst. Mgr.....Carl P. Wolfrom
Chief Engineer.....Leo E. Reid

# KCSU

## PROVO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....The Central Utah Bcstg. Co.
Operated By.....Harold E. & Frank A. Van Wagenen
Business Address.....P. O. Box 627
Phone Number .....2802-3
Studio-Transmitter Location.....12th South & University Ave.
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service.....Standard, Capitol
Membership .....NAB
Pres., Comm.-Sales Prom. Manager.....Frank A. Van Wagenen
Gen.-Station Manager, Publicity Director...Harold E. Van Wagenen
Prog.-Prod.-Musical Dir., Chief Announcer.....Orin Parker
Chief Engineer.....Darwin L. Salisbury
Farm Editor.....ElDean Bennett

# KOVO

## PROVO—1939
## MBS-INTERMOUNTAIN

Frequency: 960 Kc.....Power: 1000 Watts
Owned-Operated By.....KOVO Bcstg. Co.
Business-Studio Address....108 W. Center St.
Phone Number .....1680
Transmitter Location.....651 W. 16th So.
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Clifton A. Tolboe
General-Station Mgr.....Arch L. Madsen
Commercial Manager.....Keith N. Scovil
Program Director.....L. H. Curtis
Publicity Director.....Dean Ludlow
Musical Director.....Chris Sanders
Chief Engineer.....Henry Keyes
Farm Editor.....Lovell Killpack

# KSVC

## RICHFIELD—1947

Frequency: 690 Kc.....Power: 1000 Watts d.
Owned-Operated By..Sevier Valley Bcstg. Co.
Business Address .....Richfield
Phone Number.....690
News Service.....UP
Transcription Service.....World
President.....William L. Warner
Gen.-Commercial Mgr...William L. Warner, Jr.
Promotion Mgr.-Program Dir.....Art Tucker
Chief Engineer.....David I. Hansen

# KALL

## SALT LAKE CITY—1945
## MBS-INTERMOUNTAIN-KBS

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Salt Lake City Bcstg. Co.
Business-Studio Address.....248 S. Main St.
Phone Number.....4-3561
Transmitter Location.....386 W. Gregson
Air Time.....6 a.m.-1 a.m.
News Service.....UP
Transcription Service .....Associated
Representative.....Avery-Knodel, Inc.
Membership .....BMB
President.....George C. Hatch
Exec. Vice-Pres.-Mgr.....Alvin G. Pack
Commercial Manager....Thomas H. Anderson
Sales Promotion Mgr.....John Brophy
Program Director.....Craig Rogers
Publicity Director.....Jack Goodman
Musical Director.....Earl Donaldson
Director of Engineering.....W. D'Orr Cozzons
Farm Editor.....Stan Farnsworth

# KDYL

## SALT LAKE CITY—1922
## NBC-UTAH-IDAHO

Frequency: 1320 Kc.....Power: 5000 Watts
Owned-Oper. By.....Intermountain Bcstg. & Telev. Corp.
Business-Studio Address.....143 S. Main
Phone Number .....5-2991
Transmitter Location.....33rd So. & 9th W.
Air Time.....6 a.m.-1 a.m.
News Service .....INS, UP
Transcription Service.....World, Thesaurus
Representative .....John Blair
Membership .....NAB, BMB
Pres., General-Station Mgr.....S. S. Fox
Commercial Manager.....George A. Provol
Program Director.....Emerson Smith
Publicity Director.....Del Leeson
Musical Director.....Eugene Jelesnik
Chief Engineer.....John M. Baldwin
Farm Editor.....Will Wright

# KNAK

## SALT LAKE CITY—1945

Frequency: 1400 Kc. (CP-1280 Kc.)..Power: 250 Watts (CP 10000 Watts d.; 500 Watts n.)
Owned-Operated By....Granite District Radio Bcstg. Co.
Business-Studio Address..219 Continental Bank Bldg.
Phone Number.....4-3685
Transmitter Location.....1016 W. 6th St.
Air Time.....6:30 a.m.-2 a.m.
News Service.....AP
Representative..... W. S. Grant Co.
President.....Howard D. Johnson
General-Station Mgr.....Richard F. Connor
Commercial Manager.....Richard I. Nicholes
Program Director.....Al Collins
Production Manager.....Albert R. Collins
Publicity Director-Musical Director.....Charlotte R. Kapsa
Chief Announcer.....Eldon Walton
Chief Engineer.....Myron E. May

# KSL

## SALT LAKE CITY—1924—CBS

Frequency: 1160 Kc.....Power: 50,000 Watts
Owned-Oper. By..Radio Service Corp. of Utah
Bus.-Studio Address.....10 S. Main St.
Phone Number .....5-4641
Transmitter Location .....Saltair
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....World, Associated
Representative .....Radio Sales
Membership .....NAB, BMB
President.....J. Reuben Clark, Jr.
Exec. Vice President.....Ivor Sharp
General Manager.....C. Richard Evans
Asst. Manager.....Ralph W. Hardy
Sales Manager.....Frank B. McLatchy
Prom. Mgr., Pub. Dir.....Ray Bergman
Prog.-Prod. Dir.....Eugene Halliday
Chief Engineer.....Vincent Clayton
Farm Director.....Elvon Orme

# KUTA

## SALT LAKE CITY—1938
## ABC-ROCKY MOUNTAIN

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By.....Utah Bcstg. & Telev. Co.
Business-Studio Address.....29 S. State St.
Phone Number .....3-2737
Transmitter Location.....No. Salt Lake
Air Time.....6 a.m.-1 a.m.
News Service.....AP, UP
Transcription Service.....World, Standard
Representative .....Katz
Membership .....NAB, BMB
President, General Mgr.....Frank C. Carman
Sta. Mgr., Prog. Dir.....Ray Fadel
Commercial Manager.....John Schile
Sales Prom. Mgr., Pub. Dir.....Al Thomas
Production Director.....George Ross
Chief Announcer.....Marshall Small
Musical Director.....Ed Stoker
Chief Engineer.....Wendell Bell
Farm Editor.....Harry Warren

# KJAM

## VERNAL—1947—KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Uintah Bcstg. Co.
Bus.-Studio-Transmitter Address..Hotel Vernal
Phone Number .....494
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative .....W. S. Grant
President.....James C. Wallentine
Gen.-Sta. Mgr., Chief Announcer...Lee Walker
Comm.-Sales Prom. Mgr.....Grant E. Parry
Prog.-Musical Dir., Chief Engineer.....E. W. Boelter
Prod. Dir., Farm Editor.....J. D. Jones
Publicity Director.....G. M. Bosworth

# VERMONT

*Estimated Population 374,000—Increase +4.1%—Radio Homes 103,800*
*Total Families 108,500—Stations in State 7*

# WCAX

## BURLINGTON—1931—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....WCAX Bcstg. Corp.
Business-Studio Address.....135 Main St.
Phone Number.....Burlington 2000
Transmitter Location .....Colchester
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....Weed
Membership .....NAB, BMB
Pres., Gen.-Station Mgr.....C. P. Hasbrook
Comm.-Sales Prom. Mgr., Prog.-Pub. Director.....J. D. Swan
Prod.-Musical Dir.....Milton Slater
Chief Announcer.....R. L. Burger
Chief Engineer.....James W. Tierney
Farm Editor.....L. F. Killick

# WJOY

## BURLINGTON—1946—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Vermont Bcstg. Corp.
Bus.-Studio-Transmitter Location..633 Main St.
Phone Number.....Burlington 5400
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative.....William G. Rambeau
Membership .....NAB
President.....David W. Howe
Sta. Mgr., Prog. Dir.....Alfred E. Spokes
Prom. Mgr., Chief Engineer.....John C. Quill
Production Director.....Val Carter
Musical Director.....Gerald Gibson

# WSKI

## MONTPELIER-BARRE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Montpelier-Barre Bcstg. Co.
Business Address:...Union Mutual Bldg., Montpelier
Phone Numbers.....Montpelier 1740, Barre 374
News Service.....AP
Transcription Service.....Lang-Worth
Representatives....Kettell-Carter, W. S. Grant
President.....B. M. Jacobsen
General Manager.....Paul H. Martin
Program Director.....Robert Bannon

# WHLW

## RUTLAND—1947

Frequency: 1000 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Herbert L. Wilson
Bus. Address.....1025 Connecticut Ave., Washington 6, D. C.
Studio Address.....24½ Center St.
Transmitter Location.....W. Proctor Rd.
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service.....World, Capitol

Membership .....NAB
President.....Herbert L. Wilson
General Manager.....Thomas M. Donlin

## WSYB

### RUTLAND—1930—MBS-KBS-YANKEE

Frequency: 1380 Kc.....Power: 1000 Watts
Bus.-Studio Address.....35 Washington St.
Phone Number .....1247
Transmitter Location.....Creek Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service....Thesaurus, Keystone
Representative.....Joseph Hershey McGillvra, Bertha Bannon
Membership .....NAB
Pres., Comm. Mgr.....Philip Weiss
Station Manager.....J. H. Weiss
Chief Engineer.....Norval K. Ramson, Jr.

## WWSR

### ST. ALBANS—1941
### MBS-KBS-GREEN MT.

Frequency: 1420 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Vermont Radio Corp.
Business-Studio Address.....75 N. Main St.
Phone Number .....1420
Transmitter Location.....Swanton Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....World, Keystone
Representative .....Walker
Membership .....NAB, BMB
President .....Lloyd Squier
Gen.-Sta.-Comm. Mgr., Farm Editor .....Warren Marsden
Prog.-Prod.-Pub. Dir.....Stuart Perry
Chief Announcer, Musical Dir.....Eliot Page
Chief Engineer.....Theodore Boisvert

## WDEV

### WATERBURY—1931
### MBS-KBS-YANKEE

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lloyd E. Squier
Business-Studio Address.....8 Stowe St.
Phone Number .....400-1
Transmitter Location.....Blush Hill
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Keystone
Representative .....Walker
Membership .....BMB
Owner, Gen.-Sta.-Comm. Mgr...Lloyd E. Squier
Program Director, Chief Announcer.....Thomas L. Dodd, Jr.
Production Director.....Craig S. Parker
Chief Engineer.....Harold M. Grout

# VIRGINIA

*Estimated Population 3,029,000—Increase +13.1%—Radio Homes 646,900*
*Total Families 728,000—Stations in State 46*

## WPIK

### ALEXANDRIA—1945

Frequency: 730 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Potomac Bcstg. Corp.
Business-Studio Address.....523 First St.
Phone Number.....Overlook 3000
Transmitter Location.....504 Telegraph Rd.
Air Time .....Daytime
News Service .....AP
Transcription Service.....World, Lang-Worth
Pres., Gen.-Sta. Mgr., Prog.-Prod. Director.....Howard B. Hayes
V.P., Chief Engineer.....Carl L. Lindberg
Comm.-Sales Prom. Mgr.....Henry Z. Ungar
Musical Director.....Herbert DeBerry, Jr.

## WARL

### ARLINGTON—1946

Frequency: 780 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....No. Virginia Bcstrs., Inc.
Bus.-Studio Address.....3102 10th Road No.
Phone Number.....OWens 7800
Transmitter Location...Nr. Bailey's Crossroads
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Standard, Capitol
Representative .....Burn-Smith
Membership .....NAB
Co-Owners.....R. Kilbourne Castell, Frank U. Fletcher
General Manager.....R. W. Baker
Commercial Manager....William W. Jefferay
Prog. Dir.....Raymond L. Hutchinson
Musical Director.....Millicent Thomas
Chief Engineer.....John E. Strong
Farm Editor.....Connie B. Gay

## WEAM

### ARLINGTON—1947

Frequency: 1390 Kc.....Power: 5000 Watts
Owned-Oper. By..Harold H. & Meredith Thoms
Business-Studio Address.....2030 N. 16th St.
Phone Number.....OWens 7100
Transmitter Location..Minor Hill, Falls Church

Air Time.....5:30 a.m.-4 a.m.
News Service.....AP
Transcription Service.....Lang-Worth
Representative.....Adam J. Young
President, General Mgr.....Harold H. Thoms
Station Manager.....Howard Stanley
Prog.-Prod. Director.....Matthew Warren
Pub.-Musical Director.....Warren F. Matts
Chief Engineer.....William Youden
Farm Editor.....Sidney Willard

# WKLV

## BLACKSTONE—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Frank W. Wagner
Business-Studio Address.....Community Bldg.
Phone Number.....478
News Service.....AP
Transcription Service....Standard, Lang-Worth
President.....F. W. Wagner
General Manager.....T. C. Richie
Commercial Manager.....E. G. Silverman
Program Director.....Dave Hart
Promotion Manager.....W. E. Jones
Chief Engineer.....D. O. Guthrie

# WCYB

## BRISTOL—1946

Frequency: 690 Kc.....Power: 10,000 Watts d.
Owned-Oper. By....Appalachian Bcstg. Corp.
Business Address.....Bristol
Phone Number.....North 3560
Studio Address.....Hotel Gen. Shelby
Transmitter Location.....Washington County
News Service.....AP
Transcription Service...Associated, Thesaurus
Membership.....NAB, BMB
Sec.-Treas., Gen. Mgr.....Robert H. Smith
Pres., Sales Mgr.....J. Fey Rogers
Asst. Station Mgr.....Grace Almond
Production Spvr.....Tom Dunn
Announcer Spvr., Farm Editor.....Bill Lane
Engineering Spvr.....Bob Daugherty

# WFHG

## BRISTOL—1949—MBS

Frequency: 860 Kc.....Power: 1000 Watts
Owned By.....Blaufox Radio Co., Inc.
Business-Studio Address.....Hotel Bristol
Phone Number.....3620
Transmitter Location.....Shell Plant Road
News Service.....UP
Transcription Service.....Standard
Membership.....NAB
General-Station Manager.....M. B. Burnette
Commercial Sales Prom. Mgr....W. L. Nininger
Program Dir.-Publicity Dir.....W. F. Raney
Musical Director-Farm Editor.....Verlin Mays
Chief Engineer.....John Hughlett

# WCHV

## CHARLOTTESVILLE—1933
## ABC-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Station WCHV
Bus.-Studio-Transmitter Address..Rose Hill St.
Phone Number.....2500
Air Time.....Unlimited
News Service.....AP
Transcription Service.....Capitol, Keystone
Representative.....Joseph Hershey McGillvra
Membership.....BMB
Owner.....Charles Barham, Jr.
Mgr., Pub. Dir.....Randolph Bean
Local Comm. Manager.....Robert C. Walker
Prod. Dir., Chief
Announcer.....R. G. Sketchley, Jr.
Musical Director.....James H. Bash
Chief Engineer.....Walter W. Gray
Farm Editor.....Herb DeBell

# WKEY

## COVINGTON—1941—ABC-KBS

Freqeuncy: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Earl M. Key
Business Address.....Box 710
Phone Number.....8351
Studio Address.....Main St.
Transmitter Location.....Fairlawn
Air Time.....7 a.m.-11:15 p.m.
News Service.....UP
Transcription Service.....World, Keystone
Membership.....NAB
Pres., Gen.-Sta. Mgr.....Earl M. Key
Commercial Mgr.....T. Carroll Harrison
Prog.-Prod.-Pub. Director.....John Lee Davis
Musical Director.....Frank Badders
Chief Engineer.....John H. Wilson

# WSVS

## CREWE—1946—KBS

Frequency: 650 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....So. Virginia Bcstg. Corp.
Business Address.....Crewe
Phone Number.....Crewe 5000
Studio Addresses..117 Carter St., Crewe, Main
St., Blackstone, Herald Bldg., Farmville
Transmitter Location.....Burkeville
Air Time.....Sunrise-sunset
News Service.....AP
Transcription Service.....World, Keystone
Representative.....Rural Radio
Membership.....NAB
President.....C. S. Willis
General-Station Mgr.....Maxey E. Stone
Comm.-Sales Prom. Mgr.....Harris Umstead
Pub. Dir., Farm Editor.....Bob Maynard
Chief Engineer.....C. E. Wilson

# WBTM

## DANVILLE—1930—ABC

Frequency: 1330 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By....Piedmont Bcstg. Corp.
Bus.-Studio Address.....Hotel Danville Bldg.
Phone Number .....2350
Transmitter Location.....Sandy Creek, Pittsylvania County
Air Time.....6:25 a.m.-M.
News Service .....AP
Transcription Service..Lang-Worth, Thesaurus
Representative.....George P. Hollingbery
Membership .....NAB
President.....L. N. Dibrell
General-Station Mgr.....R. Sanford Guyer
Asst. Manager.....Edward G. Gardner
Comm.-Sales Prom. Mgr.....Edward Wilder
Program Director.....Thomas W. Thompson
Prod. Dir., Chief Announcer.....Ambert Dail
Publicity Director.....Herbert Hodge
Musical Director.....Harry W. Spencer
Chief Engineer.....Lyle C. Motley
Farm Editor.....Ray Schreiner

# WDVA

## DANVILLE—1947—MBS

Frequency: 1250 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Virginia Carolina Bcstg. Corp.
Bus.-Studio Address.....American Natl. Bank Bldg.
Phone Number .....5300
Transmitter Location.....Martinsville Rd.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Capitol, SESAC
Membership .....NAB, BMB
President.....J. D. Pruitt
Gen.-Sta.-Comm.-Sales Prom. Manager.....Emerson J. Pryor
Prog.-Prod. Director.....Richard Campbell
Publicity Director.....Charles Holmes
Chief Engineer.....Rush Sawyers
Farm Editor.....Frank Raymond

# WFAX

## FALLS CHURCH—1948

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Operated By.....Lamar A. Newcomb
Address.....Box L
Phone Number.....0900
News Service.....UP
Transcription Service.....Thesaurus
President-Genl. Mgr.....Lamar A. Newcomb
Commercial Manager.....James E. Hollins
Program Manager.....Genevieve Newcomb
Promotion Manager.....Bob Hanesworth
Chief Engineer.....Paul Malik

# WFLO

## FARMVILLE—1946

Frequency: 870 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Colonial Bcstg. Co.
Business Address.....P. O. Box 238
Phone Number.....600
News Service.....UP
Transcription Service.....Capitol, Associated
President.....Carla B. Keys
Manager.....Charles R. Maillet
Chief Engineer.....Charles K. Chrismon

# WFVA

## FREDERICKSBURG—1939—ABC-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By..Fredericksburg Bcstg. Corp.
Business Address.....P. O. Box 269
Phone Number .....1261
Studio Address.....528 Wolfe St.
Transmitter Location.....King's Hway.
Air Time .....Unlimited
Transcription Service....Lang-Worth, Keystone
Representative .....Burn-Smith
V.P., General Mgr.....Richard F. Lewis, Jr.
Station-Comm. Mgr.....Walter F. Harris, Jr.
Chief Engineer.....William S. Candler

# WFTR

## FRONT ROYAL—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Sky-Park Bcstg. Corp.
Business-Studio Address.....P. O. Box 192
Phone Number .....750
Transmitter Location....John Marshall Hway.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Membership .....NAB, BMB
President.....Thomas R. Owens
Gen.-Sta. Mgr., Pub. Dir., Chief Engineer.....Warren S. Bell
Comm.-Sales Prom. Mgr.....Roy D. Springer
Prog.-Prod. Dir., Chief Announcer..Bob Martin

# WBOB

## GALAX—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By..Carroll-Grayson Bcstg. Corp.
Bus.-Studio-Transmitter Address..Poplar Knob Rd.
Phone Number .....300
Air Time .....Unlimited
News Service .....AP
Membership .....NAB, BMB
President.....Robert V. Morris
General Manager.....Carl E. Duckett
Comm. Manager.....Joseph P. Crockett
Program Director.....Muriel Bell
Chief Engineer, Farm Editor...Carl E. Duckett

# WVEC

## HAMPTON—1948—KBS

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....Peninsula Bcstg. Co.
Address.....P. O. Box 481
Phone Number.....6332
News Service.....AP
Transcription Service....Standard, Associated
President-Genl. Mgr.....Thomas P. Chisman
Assistant & Commercial Mgr....Vernon Carter
Program Director.....Peter Edman
Promotion Manager.....Edith Lawrence
Chief Engineer.....James Swafford

# WSVA

## HARRISONBURG—1935—NBC

Frequency: 550 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Shenandoah Valley Bcstg. Corp.
Business-Studio Address.....Newman Bldg.
Phone Number .....550
Transmitter Location.....5 Mi. S. of City on U. S. Route 11
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service .....Thesaurus
Membership.....NAB, BMB, FMA
President.....Frederick L. Allman
Business Manager.....H. A. Wright
Comm.-Sales Prom. Mgr., Pub. Director.....R. B. Harrington
Prog.-Prod.-Musical Dir.....R. H. Johnson
Chief Announcer, Farm Editor .....Alvin Mullenax
Chief Engineer.....W. L. Braun

# WHAP

## HOPEWELL—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By..The Hopewell Bcstg. Co.
President.....Augustus Robbins, Jr.
Chief Engineer.....Edward Burwell

# WREL

## LEXINGTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....Rockbridge Bcstg. Co.
Business-Studio Address.....130 S. Main St.
President.....Marshall L. Wilner

# WLVA

## LYNCHBURG—1930—ABC

Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Lynchburg Bcstg. Corp.
Bus.-Studio Address.....Allied Arts Bldg.
Phone Number .....3030
Transmitter Location.....Boonsboro, Bedford County
Air Time .....Unlimited
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President.....Edward A. Allen
Gen.-Station Mgr.....Philip P. Allen
Comm.-Sales Prom. Mgr...Joseph F. Wright, Jr.
Prog.-Prod.-Pub. Dir.....William H. Loren
Chief Announcer.....Wayne Tyler
Musical Director.....Miss Jimmie McNeely
Chief Engineer.....John T. Orth
Farm Editor.....Eric Lund

# WWOD

## LYNCHBURG—1947—MBS

Frequency: 1390 Kc.....Power: 1000 Watts
Owned-Oper. By....Old Dominion Bcstg. Corp.
Business Address.....P. O. Box 918
Phone Number .....7000
Studio Address.....10th & Main Sts.
Transmitter Location.....Boonsboro Rd.
Air Time .....Unlimited
News Service.....AP, UP
Transcription Serivce .....World
Representative .....Walker
Membership .....NAB, BMB
President.....David Hugh Dillard
General Manager.....Jack Weldon
Commercial Manager.....Norman T. Simpson
Prog.-Pub. Director.....Jay Seibel
Prod.-Musical Dir.....Don Jarvis
Chief Announcer.....Mark Lewis
Chief Engineer.....Forest J. Pinkerton

# WMVA

## MARTINSVILLE—1941—NBC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Martinsville Bcstg. Co., Inc.
Business Address.....P. O. Box 831
Phone Number.....Virginia 2152
Studio-Transmitter Location.....Figsboro Rd.
Air Time.....6 a.m.-11:30 p.m.
News Service .....AP
Transcription Service .....Keystone
Membership .....NAB
President.....William C. Barnes
General-Station Manager.....John W. Shultz
Commercial Manager.....Charles F. Adams
Program Director.....Barbara H. Zimmerman
Musical Director.....Paul E. Zimmerman
Chief Engineer.....Dewey W. Muse

# WGH

## NEWPORT NEWS—1928—ABC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Oper. By..Hampton Roads Bcstg. Corp.
Bus.-Studio Address.....500 Portlock Bldg., Norfolk

Phone Number .....2-7031
Transmitter Location.....Boat Harbor
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service .....Associated
Representative.....Free & Peters
Membership .....NAB, BMB
President.....Raymond B. Bottom
V.P., Gen.-Sta. Manager....Edward E. Bishop
Comm.-Sales Prom. Mgr.....Edward E. Edgar
Prog.-Prod.-Pub. Director.....John A. Black
Musical Director.....Kathryn Wood
Chief Engineer.....Charles A. Runyon

# WHYU

## NEWPORT NEWS—1947

Frequency: 1270 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Eastern Bcstg. Corp.
Business-Studio Address.....114 W. 24th St.
Phone Number .....7-1604
Transmitter Location.....Respass Beach, Churchland
Air Time.....6 a.m.-sunset
News Service .....UP
Transcription Service .....Capitol
Representative .....Friedenberg
President, General Mgr.....John Doley
Sta. Mgr., Prog. Tech. Dir.....Frederic F. Clair

# WCAV

## NORFOLK—1947

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Cavalier Bcstg. Corp.
Bus.-Studio Address.....Plume & Granby Sts.
Phone Number .....2-3266
Transmitter Location.....W. Norfolk
Air Time.....Local sunrise-sunset
News Service .....UP
Transcription Service....Associated, Standard
Representative .....Burn-Smith
Membership .....NAB
President .....Joseph Light
Gen.-Sales Prom. Mgr., Pub. Dir.....Joe Brown
Sta.-Asst. Gen. Mgr.....William M. Manrov
Commercial Manager.....William Laliberte
Chief Announcer.....Sam Carter
Technical Dir.....William M. Manrov

# WLOW

## NORFOLK—1946

Frequency: 1410 Kc.....Power: 1000 Watts d.
Owned By.....Commonwealth Bcstg. Corp.
Operated By.....Radio Station WLOW
Business-Studio Address.....Pender Bldg.
Phone Number .....4-5678
Transmitter Location.....W. Norfolk
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Associated, Capitol
Representative .....Forjoe
President.....E. L. Scott
V.P., Gen.-Sales Prom. Manager.....Robert E. Wasdon
Station Manager.....W. M. Carpenter
Commercial Manager.....Don Kelly
Program Director.....Ray Penner
Prod.-Musical Dir.....Lee Lively
Publicity Director.....Dick Gould
Chife Announcer.....Bob Dreppard
Chief Engineer.....Jack Siegel
Farm Editor.....Ralph Wasdon

# WTAR

## NORFOLK—1923—NBC

Frequency: 790 Kc.....Power: 5000 Watts
Owned By.....Norfolk Newspapers, Inc.
Operated By.....WTAR Radio Corp.
Bus.-Studio Address.....National Bank of Commerce Bldg.
Phone Number .....2-5671
Transmitter Location.....Glen Rock
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Edward Petry
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Campbell Arnoux
Comm.-Sales Prom. Mgr.....John W. New
Program Director.....Joel Carlson
Production Director.....Clyde Moser
Chief Announcer.....Blair Eubanks
Chief Engineer.....John C. Peffer

# WNVA

## NORTON—1946—MBS-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Blaufox Radio Co., Inc.
Bus.-Studio Address..Coalfield Progress Bldg.
Phone Number.....700-1, Transmitter: 565
Transmitter Location .....Josephine
Air Time.....6 a.m.-10:30 p.m.
News Service .....AP
Transcription Service...Lang-Worth, Keystone
Membership .....NAB
President, Gen. Mgr.....Richard B. Helms
Station Manager.....Jack T. Helms
Comm. Manager.....Bill Holland
Sales Prom. Mgr., Prog.-Prod.-Pub. Dir., Chief Announcer.....Bill Benesch
Musical Director.....Stan Kotel
Chief Engineer.....Gene Tommerdahl

# WSSV

## PETERSBURG—1945—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Southside Virginia Bcstg. Corp.
Business-Studio Address.....112 W. Tabb St.
Phone Number .....3881-2
Transmitter Location.....E. Bank St.

Air Time .....Unlimited
News Service .....UP
Representative .....Burn-Smith
President, General Mgr.....Louis H. Peterson
Commercial Mgr.....Raymond L. Moss
Program Director.....Katherine M. Nunnally
Production Director.....Norman Walker
Pub.-Musical Director.....Lou Ross
Chief Engineer.....Edward F. Echwarz

# WSAP

## PORTSMOUTH—1943—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Portsmouth Radio Corp.
Bus.-Studio Address....205 Professional Bldg.
Phone Number .....7-2381
Transmitter Location.....1318 Spratley St.
Air Time.....6 a.m.-1 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....Burke, Kuipers & Mahoney
Membership .....NAB
President.....Tom E. Gilman
Gen.-Station Mgr.....B. Walter Huffington
Commercial Mgr.....J. L. Norfleet
Sales Prom. Mgr., Pub. Dir.....Boyd Harrier
Program Director.....George L. Brantley
Production Director.....Jack Laurence
Musical Director.....Richard Harvey
Chief Engineer.....Charles R. Sledge

# WPUV

## PULASKI—1946—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Southwest Bcstg. Corp.
Business Address.....Box 351
Phone Number .....3-3931
Studio-Transmitter Location.....Cool Springs
Air Time .....6 a.m.-M.
News Service .....AP
Transcription Service .....Keystone
Representative .....Sears & Ayer
Membership .....NAB
President.....Howard R. Imboden
General-Station Mgr.....William R. Murray
Commercial Manager.....Allan S. Aden
Program Director.....Lee Mills
Publicity Director.....Eleanor Imboden
Chief Engineer.....Fitzgerald McDaniel

# WBBL

## RICHMOND—1924

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Grace Covenant Presbyterian Church
Address.....1627 Monument Ave.
Phone Number.....8-4246
General Manager.....C. H. Liesfield
Chief Engineer.....R. W. Raabe

# WLEE

## RICHMOND—1945—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lee Bcstg. Corp.
Bus.-Studio Address.....Broad-Grace Arcade
Phone Number .....3-6741
Transmitter Location.....Colorado Ave. & Sumpter St.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Lang-Worth
Representative .....Forjoe
President.....Thomas G. Tinsley, Jr.
Gen.-Sta.-Comm. Mgr.....Irvin G. Abeloff
Program Director.....Harvey Hudson
Musical Director.....Roberta Morris
Chief Engineer.....George W. McGuigan, Jr.

# WMBG

## RICHMOND—1926—NBC

Frequency: 1380 Kc.....Power: 5000 Watts
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St., P. O. Box 5229
Phone Number .....5-8611
Transmitter Location.....Staples Mill Rd. off W. Broad St.
Air Time.....6:30 a.m.-1 a.m.
News Service .....Transradio
Transcription Service...Thesaurus, Lang-Worth
Representative .....John Blair
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
Comm.-Sales Prom. Mgr...Walter A. Bowry, Jr.
Prog.-Prod.-Pub. Dir.....Allan J. Phaup, Jr.
Chief Engineer.....Wilfred H. Wood

# WRNL

## RICHMOND—1937—ABC

Frequency: 910 Kc.....Power: 5000 Watts
Owned By.....Richmond Newspapers, Inc.
Operated By.....Richmond Radio Corp.
Business-Studio Address..107-111 N. Fourth St.
Phone Number.....3-3436
Transmitter Location.....Wilkinson Rd.
Air Time.....5:30 a.m.-1 a.m.; 7 a.m. Sun.
News Service.....AP
Transcription Service.....Standard
Representative.....Edward Petry
Membership.....NAB, BMB
President.....D. Tennant Bryan
Gen. Sta.-Commercial Mgr.....E. S. Whitlock
Program Director.....Don Martin
Chief Engineer.....Vincent Wolstenholme

# WRVA

## RICHMOND—1925—CBS

Frequency: 1140 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Larus & Brother Co.

Business Address.....Hotel Richmond
Phone Number .....3-6633
Studio Addresses..Hotel Richmond, Richmond; 1506 Colley Ave., Norfolk
Transmitter Location.....Edgeworth, Henrico County
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Lang-Worth, Associated
Representative .....Radio Sales
Membership .....NAB, BMB
General Manager.....C. T. Lucy
Commercial Manager.....Barron Howard
Promotion Manager.....Jack Stone
Program Service Mgr.....Samuel S. Carey
Production Manager.....John B. Tansey
Public Relation Dir.....Walter R. Bishop
Musical Director.....Burt T. Repine
Chief Engineer.....David C. Woods
Farm Editor.....Alden Aaroe

# WXGI

## RICHMOND—1947

Frequency: 740 Kc.....Power: 1000 Watts d.
Owned-Operated By.....Radio Virginia, Inc.
Bus.-Studio Address.....100 W. Franklin St.
Phone Number .....7-4684
Transmitter Location.....German School Rd., Chesterfield County
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative .....Burn-Smith
Membership .....NAB, BMB
President, General Mgr.....D. H. Robertson
Sta.-Comm.-Sales Prom. Mgr.....Bert Julian
Prog.-Prod.-Pub. Dir.....Harold Brauer
Chief Engineer.....Kaye Redd

# WDBJ

## ROANOKE—1924—CBS

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Oper. By.....Times-World Corp.
Business-Studio Address....124 W. Kirk Ave.
Phone Number .....8131
Transmitter Location.....Colonial Ave., Colonial Heights
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service.....World, Lang-Worth
Representative.....Free & Peters
Membership.....NAB, BMB, FMA
President.....J. P. Fishburn
General Manager.....R. P. Jordan
Commercial Manager.....John W. Harkrader
Program Director.....Paul E. Reynolds
Studio Director.....Irving Sharp
Publicity Director.....Clifford B. Huffman
Musical Director.....Evelyn Nininger
Chief Engineer.....J. Edward Newman
News Editor.....John W. Eure

# WROV

## ROANOKE—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Radio Roanoke, Inc.
Operated By.....Frank E. Koehler
Bus.-Studio Address..600 Mountain Trust Bldg.
Phone Number .....3-4444
Transmitter Location....Cleveland Ave., S.W.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Membership .....NAB, BMB
President.....Leo F. Henebry
Gen.-Sta.-Comm. Mgr.....Frank E. Koehler
Program-Production Mgr.....Gordon R. Phillips
Chief Engineer.....Frank A. Hall

# WSLS

## ROANOKE—1940—ABC

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Roanoke Bcstg. Corp.
Business-Studio Address....301 First St., S.W.
Phone Number .....9227
Transmitter Location.....2 Mi. N. of Salem & 6.5 Mi. N.W. of Roanoke
Air Time.....5:30 a.m.-12:02 a.m.
News Service .....AP
Transcription Service.....SESAC, Thesaurus, Associated
Representative .....Weed
Membership.....NAB, BMB, FMA
President.....Paul C. Buford
Exec. Vice President.....James H. Moore
Asst. Station Mgr.....Horace Fitzpatrick
Program Director.....Bill Saunders
Musical Director.....Mavis Overstreet
Chef Engineer.....J. P. Briggs
Farm Editor.....Glenwood Howell

# WHLF

## SOUTH BOSTON—1947—KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Halifax Bcstg. Co.
Business-Studio Address.....P. O. Box 490
Phone Number .....567
Transmitter Location.....Halifax County Fair Grounds
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Thesaurus, World, Cole, Keystone
Owner, General Mgr.....John L. Cole, Jr.
Asst. Sta. Mgr., Prog.-Prod.-Pub. Director.....Charles B. Davis
Comm.-Sales Prom. Mgr.....Bill Fielding
Chief Engineer.....John R. Doherty

# WTON

## STAUNTON—1945—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Charles P. Blackley
Business-Studio Address.....Morrison Bldg.
Phone Number .....1400
Transmitter Location.....Waynesboro Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB
General-Station Mgr.....Charles P. Blackley
Comm.-Sales Prom. Mgr.,
Publicity Director.....Charles E. Seebeck
Prog.-Prod. Dir., Chief Announcer,
Farm Editor.....Fulton A. King
Chief Engineer.....Rex Houser

# WLPM

## SUFFOLK—1940—ABC-KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Suffolk Bcstg. Corp.
Business-Studio Address.....105 Bank St.
Phone Number.....1420-1, 1227
Transmitter Location.....Hway 460 N.W. of Suffolk
Air Time .....Unlimited
News Service .....AP
Transcription Service....Thesaurus, Keystone
Representative.....Sears & Ayer
Membership .....NAB
Pres., Gen.-Sta. Manager.....Fred L. Hart
Comm. Mgr., Prog. Dir.....William W. Kitchen
Sales Prom. Mgr., Pub. Dir.....Earl Hundley
Production Director.....Fran Joyner
Chief Announcer.....William Gatling
Musical Director.....Ida M. Barrett
Chief Engineer.....Veryl W. Rupp
Farm Editor.....L. E. Pettyjohn

# WAYB

## WAYNESBORO—1947—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Waynesboro Bcstg. Corp.
Bus.-Studio Address.....526 Main St., P. O. Box 938
Phone Number.....Studio, 999; Transmitter, 998
Transmitter Location.....Hermitage Rd.
Air Time .....Unlimited
News Service .....UP
Tarnscription Service.....World, Lang-Worth, Keystone
Membership .....NAB
Gen.-Sta. Mgr., Prog. Dir.....N. Wilbur Kidd
Commercial Manager.....Edward F. Libby
Prod. Dir., Chief Announcer.....Paul M. Shue
Chief Engineer.....Edward R. Goodwin

# WINC

## WINCHESTER—1941—ABC-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Richard Field Lewis, Jr.
Business Address.....Box 605
Phone Number .....4855
Studio-Transmitter Location.....514 Kerr St.
Air Time .....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, Keystone
Membership.....NAB, BMB, FMA
Owner, Gen. Mgr.....Richard Field Lewis, Jr.
Comm. Mgr., Prog. Dir., Farm Editor.....John Carl Morgan
Sales Prom. Mgr.....Winslow Porter
Chief Engineer.....Phil Whitney

# WASHINGTON

*Estimated Population 2,487,000—Increase +43.3%—Radio Homes 658,000*
*Total Families 673,000—Stations in State 41*

# KXRO

## ABERDEEN—1927
## MBS-DON LEE-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....KXRO, Inc.
Bus.-Studio Address.....207½ E. Market St.
Phone Number.....Aberdeen 4098
Transmitter Location.....1308 Coolidge Rd.
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....Thesaurus, Keystone
Representative.....W. S. Grant
Membership .....NAB, BMB
President, General Mgr.....Harry R. Spence
Sta.-Comm. Mgr.....Fred G. Goddard
Sales Prom. Manager.....Roy Johnson
Prog.-Prod. Dir., Chief Announcer.....A. W. Lindsay
Publiicty Director.....John Duane Johnson
Musical Director.....James L. Andrews
Chief Engineer.....P. S. True

# KPUG

## BELLINGHAM—1948—MBS-DON LEE

Frequency: 1170 Kc.....Power: 1000 Watts
Owned-Operated By.....KPUG, Inc.

Business-Studio Address.....P. O. Box 655
Transcription Service .....Associated
Representative .....Gene Grant
President, Comm. Mgr.....Jessica L. Longston
Exec. V. P.....C. V. Zaser

# KVOS

## BELLINGHAM—1927—ABC-KBS

Frequency: 790 Kc.....Power: 1000 Watts
Owned-Operated By.....KVOS, Inc.
Bus.-Studio Address.....1321 Commercial St.
Phone Number.....Bellingham 790
Transmitter Location.....Yew St.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service...Lang-Worth, Keystone
Representative.....Joseph Hershey McGillvra, John Keating
Membership .....NAB, BMB
President, General Mgr.....Rogan Jones
Asst. Station Mgr.....Fred Elsethagen
Commercial Manager.....Glen Beebe
Program Director.....Roger Patrick
Chief Engineer.....Ernest E. Harper

# KBRO

## BREMERTON—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Bremerton Bcst. Co.
Bus.-Studio-Transmitter Address.....2nd & Washington
Phone Number .....1970
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....John Keating
Membership .....NAB
President .....Bruce Bartley
General Manager.....Dick Crombie
Commercial Manager.....Hal Moan
Sales Prom. Manager.....Jack Gwyer
Program Director.....Bob Gleason
Chief Engineer.....Bert Hallberg

# KELA

## CENTRALIA-CHEHALIS—1937
## MBS-DON LEE-KBS

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Central Bcstg. Corp.
Business Address....P. O. Box 720, Centralia; P. O. Box 827, Chehalis
Phone Numbers.....Centralia 6-3321, Chehalis 721
Studio Address....On Hway. 99 midway bet. Centralia & Chehalis
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Keystone
Representative.....John Keating, W. S. Grant
Membership .....NAB
President.....J. Elroy McCaw
Sec.-Treas.....Mabel A. McGwinn
Gen.-Station Manager.....Joe Chytil
Publicity Director.....Dudley Gaylord

# KXLE

## ELLENSBURG—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By..Central Washington Bcstrs.
Business-Studio Address.....Box 689
Phone Number .....2-1240
Transmitter Location.....Route 1
Air Time.....6:30 a.m.-10 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Walker, Tracy-Moore
Membership .....NAB
President.....Goodwin Chase, Jr.
Station Manager.....Joe Kendall
Commercial Manager.....Wendall Kinney
Chief Announcer, Farm Editor.....Joe Jaeger
Chief Engineer.....Jack Hemingway

# KRKO

## EVERETT—1922—MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....The Everett Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address...KRKO Bldg.
Phone Number.....Cedar 1144
Air Time .....6 a.m.-M.
News Service .....UP
Transcription Service .....Keystone
Representative.....Joseph Hershey McGillvra, John Keating
Membership .....NAB, BMB
Pres., Gen.-Sta.-Comm. Mgr.....William R. Taft
Prog.-Prod.-Pub. Dir.....Earl Gerdon
Chief Engineer.....Dave Foley

# KRKL

## KIRKLAND—1948

Frequency: 1050 Kc.....Power: 250 Watts, D.
Owned-Operated By.....F. L. Thornhill
Business-Studio Address.....Civic Center
General Manager.....F. L. Thornhill

# KWLK

## LONGVIEW—1938
## MBS-DON LEE-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Twin City Bcstg. Corp.
Business-Studio Address.....14th & Hudson
Phone Number.....Longview 1500
Transmitter Location.....Ocean View Hway.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service....Associated, Keystone
Representative.....W. S. Grant, John Keating

Membership .....NAB, BMB
President, Gen.-Sta. Mgr.....C. O. Chatterton
Commercial Manager.....Jim Waggoner
Program-Production Dir.....Al Emrich
Publicity Director.....F. Chatterton
Chief Engineer.....John Holmes
Farm Editor.....Don Bailey

# KSEM

## MOSES LAKE—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KSEM, Inc.
Business Address.....Box 446
Phone Number .....234
Studio-Transmitter Location...Capistrano Park
Air Time.....7 a.m.-10 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative.....W. S. Grant
President.....Jessica L. Langston
Station-Comm. Mgr.....Don G. Bennett
Program Director.....Shirley A. Olson
Chief Announcer.....Clay Bishop
Chief Engineer.....Roland Kissler
Farm Editor.....Dave Jones

# KBRC

## MOUNT VERNON—1946

Frequency: 1430 Kc.....Power: 500 Watts d.
Owned-Operated By.....Beckley Radio Co.
Business-Studio Address.....P. O. Box 240
Phone Number .....8955
Transmitter Location.....½ Mi. W. of city
Air Time.....6 a.m.-sunset
News Service .....UP
Transcription Service .....Standard
Representative .....John Keating
Membership .....NAB
General-Station Mgr.....Leo H. Beckley
Commercial Manager.....Fred Grant
Prog. Dir., Chief Announcer.....Bud Clark
Chief Engineer.....Orris Vanerstrom
Farm Editor.....Marilyn Anderson

# KGY

## OLYMPIA—1922
## MBS-DON LEE-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Tom Olsen
Bus.-Studio-Transmitter Address ....Rockway-Leland Bldg.
Phone Number .....6636
Air Time.....6·30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, Keystone
Representative.....W. S. Grant
Membership .....NAB, BMB
President, Gen.-Station Mgr.....Tom Olsen
Commercial Manager.....J. Harris Dorr
Sales Prom. Mgr., Prod.-Pub. Director.....Elmer J. Holmberg
Prog.-Musical Dir., Chief Announcer .....Larry Dossett
Chief Engineer.....C. A. Roark
Farm Editor.....Sam Crawford

# KOMW

## OMAK—1947

Frequency: 680 Kc.....Power: 1000 Watts d.
Owned-Operated By.....KOMW, Inc.
Business-Studio Address.....Box 151
Phone Number .....00
Transmitter Location .....Omak
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....Lang-Worth, Capitol
Representative .....John Keating
Membership .....BMB
President.....R. L. McNett
Station Manager.....Dean Nichols
Commercial Manager.....Nat Harris
Sales Asst.....Grover Allen
Program Director.....Gene Leslie
Chief Announcer.....Bryon Franz
Chief Engineer.....Ki k W. Springer

# KPKW

## PASCO—1945

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Western Radio Corp.
Bus.-Studio-Transmitter Address...W. Chase & "A" Sts.
Phone Number .....890
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Standard
Pres., General Mgr.....V. B. Kenworthy
Station Comm. Mgr.....A. L. Anderson
Sales Prom. Mgr.....Don Davis
Prog.-Prod.-Pub. Dir., Chief Engineer .....Walter Mott
Chief Announcer, Musical Director .....Carl Swanson
Farm Editor.....Bob D'Arcy

# KONP

## PORT ANGELES—1945—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Pacific, Inc.
Bus.-Studio-Transmitter Address..313 W. First St.
Phone Number .....4437
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Keystone
Representative .....John Keating
Membership .....NAB
President, General Mgr.....C. N. Webster
Chief Engineer.....Howard R. Patrick

# KXRN

## RENTON—1947

Frequency: 1220 Kc.....Power: 250 Watts d.
Owned-Oper. By.....Interlake Bcstg. Corp.
Business Address.....P. O. Box 567
Phone Number.....Renton 3424, Lander 8481
Studio-Transmitter Location.....7th Ave. at N. Park
Air Time .....Sunrise-sunset
Transcription Service .....World
President, General Mgr.....Robert S. McCaw
Sta. Mgr., Prog.-Prod.-Musical Director .....Scott Seifert
Comm.-Sales Prom. Mgr.....O. W. Simpson
Publicity Director.....C. H. Williams
Chief Engineer.....F. C. Cook

# KING

## SEATTLE—1927

Frequency: 1090 Kc.....Power: 10,000 Watts (CP For 50,000)
Owned-Oper. By.....KING Bcstg. Co.
Business-Studio Address.....Smith Tower
Phone Number.....Main 1090
Transmitter Location.....Vashon-Maury Island
Air Time.....6 a.m.-12:05 a.m.
News Service.....AP, UP
Transcription Service..Lang-Worth, Associated
Representative .....Walker
Membership .....NAB
President.....A. Scott Bullitt
General-Comm. Mgr.....Henry B. Owen
Program Director.....Dave Crockett
Chief Engineer.....Arthur Shultz
Farm Editor.....John McCauley

# KIRO

## SEATTLE—1930—CBS

Frequency: 710 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Queen City Bcstg. Co.
Business-Studio Address.....66 Cobb Bldg.
Phone Number.....Seneca 1500
Transmitter Location .....Burton
Air Time.....18 Hrs.
News Service .....AP
Transcription Service.....SESAC, Standard
Representative.....Free & Peters
Membership.....NAB, BMB, FMA
President .....Saul Haas
Station Manager.....Loren B. Stone
Commercial Manager.....William F. Tucker
Program Director.....Kenneth Yeend
Publicity Director.....Milo Ryan
Chief Announcer.....Maury Rider
Chief Engineer.....James Hatfield
Farm Editor.....Al Bond

# KJR

## SEATTLE—1923—ABC

Frequency: 950 Kc.....Power: 5000 Watts
Owned By.....Field Enterprises, Inc.
Operated By.....Totem Bcstrs., Inc.
Business-Studio Address.....Skinner Bldg.
Phone Number.....Elliot 5890
Transmitter Location.....2600 26th Ave., S.W.
Air Time.....18 Hrs.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....Marshall Field, III
General-Station Mgr.....J. Archie Morton
Commercial Mgr.....Arthur Gerbel, Jr.
Sales Prom. Mgr. Pub. Dir.....Maitland Jordan
Program Director.....Roland Bradley
Chief Announcer.....Clifford Hansen
Chief Engineer.....L. S. Bookwalter
Farm Editor.....Bill Moshier

# KOL

## SEATTLE—1922

Frequency: 1300 Kc.....Power: 5000 Watts
Owned-Oper. By.....Seattle Bcstg. Co.
Bus.-Studio Address.....Northern Life Tower
Phone Number.....MA. 2312
Transmitter Location.....1110 W. Florida
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service.....Capitol, World, Standard
Representative .....Headley-Reed
Membership .....BMB
President .....Archie Taft
Commercial Manager.....Archie Taft, Jr.
Station Manager.....Oliver A. Runchey
Program Director.....John Forrest
Publicity Director.....Elizabeth Hinman
Chief Announcer.....Wheeler Smith
Chief Engineer.....Perry Lind

# KOMO

## SEATTLE—1926—NBC

Frequency: 1000 Kc.....Power: 50,000 Watts
Owned-Oper. By....Fisher's Blend Station, Inc.
Bus.-Studio Address.....100 4th Ave. No.
Phone Number.....SEneca 6000
Transmitter Location.....Vashon Island
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Associated, Capitol
Representative .....Edward Petry
Membership .....NAB, BMB
President, General Mgr.....O. W. Fisher
Asst. to President.....R. D. McCornack
Commercial Manager.....Ray Baker
Mgr., Natl. Sales & Sales Serv., Merch., Prom. Mgr. & Pub. Dir.....Richard E. Green
Program Manager.....W. W. Warsen

Production Mgr.....Frederick J. Patterson
Operations Spvrs.....Bennett I. Fisher, John Q. Murphy
Chief Engineer.....F. J. Brott
Develop. Engineer.....S. D. Bennett
Farm Director.....George Dunning

# KRSC

## SEATTLE—1926

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Operated By.....Radio Sales Corp.
Bus.-Studio Address.....2939 Fourth Ave. So.
Phone Number.....ELiot 2480
Air Time.....6 a.m.-2 a.m.
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative.....Adam J. Young, Jr.
Membership .....NAB
President.....P. K. Leberman
General-Station Mgr.....Robert E. Priebe
Comm.-Sales Prom. Mgr.....A. P. Hunter
Prog.-Prod. Dir., Chief Announcer.....Ted Bell
Publicity Director.....Lee Schulman
Musical Director.....J. F. McCahill
Chief Engineer.....George Freeman

# KTW

## SEATTLE—1920

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....The First Presbyterian Church of Seattle, Wash.
Bus.-Studio Address..Seventh Ave. & Spring St.
Phone Number.....Main 2056, Seneca 0644
Air Time .....Unlimited
News Service .....AP
President.....W. T. Whitney
General Mgr.....Dr. F. Paul McConkey
Sta. Mgr., Chief Engineer.....James S. Ross
Comm.-Sales Prom. Mgr., Program Director.....Don Bevilacqua

# KXA

## SEATTLE—1926

Frequency: 770 Kc.....Power: 1000 Watts
Owned-Operated By.....KXA, Inc.
Bus.-Studio Address.....312 Bigelow Bldg., 4th & Pike
Phone Number.....Seneca 1000
Transmitter Location.....Rhodes Dept. Store, 2nd & Union
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Standard
Representative .....Forjoe
Membership .....NAB
President.....Wesley I. Dumm
Exec. Vice-President.....Lincoln W. Miller
National Sales.....R. G. McArdle
Program Director.....Ben Harkins
Chief Engineer.....John Dubuque

# KFIO

## SPOKANE—1922

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Spokane Bcstg. Corp.
Bus.-Studio-Transmitter Address..526 Riverside Ave.
Phone Number.....Riverside 8033
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
President.....Arthur L. Smith
Gen.-Sta.-Comm. Mgr.....R. G. McBroom
Prog.-Prod.-Pub.-Musical Dir....John A. Maxson

# KGA

## SPOKANE—1933—ABC

Frequency: 1510 Kc.....Power: 50,000 Watts
Owned-Operated By.....Louis Wasmer
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MAin 5383
Transmitter Location.....4102 S. Regal
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative .....Edward Petry
Membership .....NAB
General Manager.....Harvey Wixson
Program Director.....Robert E. Plummer
Chief Engineer.....A. G. Sparling

# KHQ

## SPOKANE—1922—NBC

Frequency: 590 Kc.....Power: 5000 Watts
Owned By.....Spokane Chronicle Co.
Operated By.....KHQ, Inc.
Bus.-Studio Address.....Radio Central Bldg.
Phone Number.....MAin 5131
Transmitter Location.....4102 So. Regal
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Associated
Representative .....Katz
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Richard O. Dunning
Natl. Sales-Sales Prom. Manager.....Robert H. Wesson
Program Director.....R. Wallace Brazeal
Production Director.....Herb Hess
Chief Announcer.....Richard Godon
Chief Engineer.....John Walker
Farm Editor.....Glenn C. Lorang

# KNEW

## SPOKANE—1947—MBS-DON LEE

Frequency: 1430 Kc.....Power: 5000 Watts
Owned By.....Coeur d'Alene Bcstg. Co.
Operated By.....Radio Station KNEW
Bus.-Studio Address.....Sprague & Wall

Phone Number.....Riverside 8035
Transmitter Location.....Moran Prairie
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....George P. Hollingbery
Membership .....NAB
President.....Burl C. Hagadone
Gen.-Sta. Manager.....Harry Lantry
Comm.-Sales P om. Mgr.....W. C. Rhodes
Prog.-Prod.-Pub. Director.....Paul Crain
Musical Director.....Anthony Pinski
Chief Engineer.....C. W. Evans
Farm Editor.....John Fahey

# KREM

## SPOKANE—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Cole E. Wylie
Business-Studio Address....242 Riverside Ave.
Phone Number.....MAin 3333
Transmitter Location.....242 Riverside Ave.
Air Time.....6:30 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Lang-Worth
Representative.....Forjoe & Co.
President-Owner, General, Station Manager .....Cole E. Wylie
Commercial Manager.....Robert H. Temple

# KXLY

## SPOKANE—1922

CBS

PACIFIC NORTHWEST BCSTRS.

Frequency: 920 Kc.....Power: 5,000 Watts
Owned-Operated By.....Symons Bcstg. Co.
Business-Studio Address.....Symons Bldg.
Phone Number.....MAin 1218
Transmitter Location....Rt. 3, Spokane, Wash.
Air Time.....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, MacGregor
Representative.....Walker, Tracy Moore
Membership ..... NAB
President, General Manager.....E. B. Craney
Commercial Manager.....B. E. Woolston
Sales Promotion Manager.....John Funk
Program Director.....George McGowan
Chief Engineer.....George Langford

# KMO

## TACOMA—1922

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Oper. By.....Carl E. Haymond
Bus.-Studio Address.....914½ Broadway
Phone Number.....MAin 4144
Transmitter Location....Colonial Garden Area
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, Standard, SESAC
Representative.....Joseph Hershey McGillvra, Duncan Scott, John Keating
Membership .....NAB
Owner.....Carl E. Haymond
General Manager.....Jerry Geehan
Comm.-Sales Prom. Mgr.....Ray T. McKenzie
Prog.-Prod. Dir.....Ted Knightlinger
Chief Announcer.....Don Hopkins
Musical Director.....Andrea Hovde
Chief Engineer.....John Boor
Farm Editor.....Pierce County Agent

# KTBI

## TACOMA—1941

KBS

Frequency: 810 Kc.....Power: 100 Watts d.
Owned-Operated By.....Tacoma Bcstrs., Inc.
Address.....2715 Center St.
Phone Number.....BRoadway 2241
Air Time.....Daytime
Transcription Service.....Associated, World
Membership.....NAB, BMB
President.....Harold J. Quilliam
Commercial Manager.....King Mitchell
Chief Engineer.....Walt Eddy

# KVI

## TACOMA-SEATTLE—1928

MBS-DON LEE

Frequency: 570 Kc.....Power: 5000 Watts
Owned-Oper. By..Puget Sound Bcstg. Co., Inc.
Business Address.....Camlin Hotel
Phone Number.....SEneca 4848, Seattle; BRoadway 4211, Tacoma
Studio Address.....Camlin Hotel, Seattle; Rust Bldg., Tacoma
Transmitter Location..Ellisport, Vashon Island
Air Time .....Unlimited
News Service .....AP
Transcription Service..Associated, Lang-Worth, Cole
Representative.....George P. Hollingbery
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....Vernice Irwin
Comm.-Sales Prom. Mgr.....Earl T. Irwin
Program Director.....Larry Huseby
Publicity Director.....Bob Hayward
Chief Engineer.....D. M. McDonough
Farm Editor.....Harry Long

# KVAN

## VANCOUVER—1939

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Vancouver Radio Corp.
Business Address.....Box 610
Phone Number.....Vancouver 150
Studio Address.....707½ Main St.

Transmitter Location....Smith Lake, Portland, Ore.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....World, Standard
Representative .....John Keating
Membership .....NAB, BMB
President.....Sheldon F. Sackett
General-Station Mgr.....Fred F. Chitty
Comm. Manager.....Mark F. DeLaunay
Sales Prom. Mgr.....David L. Waite
Prog.-Prod.-Musical Dir.....Rickey Bras
Pub. Dir., Farm Editor.....George Conner
Chief Announcer.....Frank Herron
Chief Engineer.....Edgar Means

# KUJ

## WALLA WALLA—1928—DON LEE

Frequency: 1420 Kc.....Power: 5000 Watts
Owned-Operated By.....KUJ, Inc.
Business-Studio Address.....55 E. Main St.
Phone Number .....1230
Transmitter Location.....U. S. Hway 410 & Sudbury Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative.....W. S. Grant, John Keating
Membership .....NAB, BMB
Pres., Gen.-Sta. Mgr.....H. E. Studebaker
Comm. Mgr.....(National) Don Wike, (Local) Norval Armes
Sales Prom. Mgr.....Don Wike
Prog.-Prod.-Pub. Dir., Chief Announcer .....Howard Rhoads
Chief Engineer.....M. L. MacLafferty
Farm Editor.....Bob Hofer

# KWWB

## WALLA WALLA—1946
## UNITED PACIFIC-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Walla Walla Bcstg. Co.
Bus.-Studio Address.....First & Main Sts.
Phone Number .....4103
Transmitter Location.....Second & Cordiner
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Keystone
Membership .....NAB
President.....John W. Kendall
Gen.-Sta.-Comm. Mgr.....Kenneth K. Williams
Promotion Mgr.....Adaline Bussard
Program Dir.....Orville Claire Banks
Chief Engineer.....Tyrus T. MacFadden

# KPQ

## WENATCHEE—1929—ABC

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Oper. By.....Wescoast Bcstg. Co., Inc.
Bus.-Studio Address.....KPQ Bldg.
Phone Number .....2757
Transmitter Location..Wenatchee & Columbia Rivers Junct.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Associated, World, Cole
Representative.....Joseph Hershey McGillvra, John Keating
Membership .....NAB, BMB
President .....Rogan Jones
V.P., General-Station Mgr...James W. Wallace
Commercial Mgr.....Pat O'Halloran
Sales Prom. Mgr., Prog. Dir.....Bill Green
Production Director.....Emerson Elder
Publicity Director.....Patricia Clark
Musical Director.....Dorothy Lee
Chief Engineer.....George Frese
Farm Editor.....Bill Hoard

# KWNW

## WENATCHEE—1948—DON LEE

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Apple-Land Bcstrs., Inc.
Bus.-Studio-Transmitter Address.....1119 N. Wenatchee Ave., P. O. Box 1510
Air Time..... 6a.m.-M.
News Service .....AP
Transcription Service .....Standard
Membership .....NAB
President.....James B. Hatfield
Station Manager.....Anthony J. Sternling
Sales Prom. Mgr.....Kenneth Waddell
Production Dirs.....Warren C. Brown, Vera J. Colony
Chief Announcer.....Warren C. Brown
Chief Engineer.....Robert B. Sutton
Farm Editor.....William Yeomans

# KIMA

## YAKIMA—1944
## CBS-COLUMBIA PACIFIC

Frequency: 1460 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned By.....Cascade Bcstg. Co., Inc.
Operated By.....A. W. Talbot
Bus.-Studio Address.....Terrace Heights Blvd.
Phone Number .....6104
Transmitter Location.....Terrace Heights
Air Time.....5 a.m.-M.
News Service .....AP
Transcription Service..Lang-Worth, Associated
Representative .....Weed
Membership .....NAB, BMB
President.....A. W. Talbot
Gen.-Sales Prom. Mgr.....R. Lee Black
Dir., Station Operations.....Thomas C. Bostic
Commercial Mgr.....Herchel Cary
Night Spvr., Musical Dir.....Ben Weaver
Chief Engineer.....J. Barry Watkinson
Farm Editor.....John Roberts

# KIT

## YAKIMA—1929—ABC

Frequency: 1280 Kc.....Power: 1000 Watts
Owned By.....Valley Bcstrs.
Operated By.....Carl E. Haymon
Business-Studio Address..414 E. Yakima Ave.
Phone Number .....8115
Transmitter Location.....Washington Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, SESAC
Representative.....Joseph Hershey McGillvra, John Keating, Duncan Scott
Pres., General Mgr.....Carl E. Haymond
Station Manager.....James A. Murphy
Commercial Mgr.....Harrison A. Miller
Sales Prom. Mgr., Pub. Dir...William B. Hansen
Prog.-Prod. Director.....James W. Nolan
Chief Announcer.....Don White
Musical Director.....William Moody
Chief Engineer.....H. B. Murphy
Farm Editor.....Pete Wick

# KYAK

## YAKIMA—1947—MBS-DON LEE

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Yakima Bcstg. Corp.
Business Address.....P. O. Box 172
Phone Number .....2-7143
Studio-Transmitter Location.....Mead & Fair Aves.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative.....W. S. Grant
Membership .....NAB
Pres., Gen.-Sta. Mgr.....Robert S. McCaw
Comm.-Sales Prom. Mgr.....Seymour O. Spring
Prog.-Prod. Dir., Chief Announcer, Chief Engineer.....Gordon Allen
Pub. Dir., Farm Editor.....Anthony Maucione
Musical Director.....Donald Potwin

# WEST VIRGINIA

*Estimated Population 1,915,000—Increase +0.7%—Radio Homes 416,000*
*Total Families 453,100—Stations in State 31*

# WJLS

## BECKLEY—1939
## CBS-PERSONALITY

Frequency: 560 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....WJLS Bldg., Main & Kanawha St.
Phone Number .....7311
Transmitter Location....Routes 19-21, 0.5 Mi. S.E. Beckley
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard, Cole
Representative .....Burn-Smith
Membership .....NAB, BMB
President.....Joe L. Smith, Jr.
General-Station Mgr.....Virginia N. Cooper
Commercial Manager.....George J. Gray
Sales Prom. Mgr., Prog.-Pub. Director.....Benton B. Boggs
Musical Director.....Mervyn Amols
Chief Engineer.....Al J. Ginkel
Farm Editor.....William R. Barrett

# WWNR

## BECKLEY—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Rahill Bcstg. Co.
Business-Studio Address.....1565 Harper Rd.
Phone Number .....9300-9
Transmitter.....Willis Farm, 1565 Harper Rd.
Air Time..... 6a.m.-12:30 a.m.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....Joseph Hershey McGillvra
President.....N. Joe Rahall
General-Comm. Mgr.....Tom Douds
Program Director.....Don Hays
Production Dir.....Dennis Hollandsworth
Musical Director.....Muriel Meade
Chief Engineer.....James F. Bucy
Farm Editor.....Roy Lee Harmon

# WHIS

## BLUEFIELD—1928—NBC

Frequency: 1440 Kc.....Power: 5000 Watts
Owned-Oper. By....Daily Telegraph Prtg. Co.
Bustiness-Studio Address....623 Commerce St.
Phone Number .....7114
Transmitter Location.....Harry Heights
Air Time .....Unlimited
News Service .....AP
Transcription Service.....World, Lang-Worth
Representative .....Katz
General Manager.....P. T. Flanagan
Asst. Manager.....William Hostetter
Program Director.....Mel Barnett
Prod.-Musical Dir.....Barnes Nash
Chief Engineer.....P. T. Flanagan

# WCAW

## CHARLESTON—1947

### BURGER-MOUNTAINEER

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Capitol Bcstg. Corp.
Business Address.....P. O. Box 2791
Phone Number .....37-503
Studio-Transmitter Location.....16th St. & MacCorkle Ave., S.E.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Representative .....Friedenberg
Membership .....NAB
President.....Garland F. Wilkinson
Sta.-Prog. Director.....James M. Flenniken
Musical Director.....Ruth Ann Kahn
Chief Engineer.....William D. Stone
News Editor.....Al Walker

# WCHS

## CHARLESTON—1927—CBS

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Oper. By.....Charleston Bcstg. Co.
Business-Studio Address.....1016 Lee St.
Phone Number .....28-131
Air Time .....Unlimited
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Branham
Membership .....NAB
President, Gen. Mgr.....John A. Kennedy
Sta.-Comm. Mgr.....John T. Gelder, Jr.
Sales Prom. Manager.....Jack Herman
Program Director.....Morton S. Cohn
Publicity Director.....Harry M. Brawley
Chief Engineer.....William E. Dixon

# WGKV

## CHARLESTON—1939

NBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Kanawha Valley Bcstg. Co., Inc.
Business-Studio Address.....208 Dickinson St.
Phone Number .....37-541
Transmitter Location.....Coal Branch Heights
Air Time.....Unlimited
New Service .....AP
Transcription Service .....Thesaurus
Representative....Robert Meeker Assoc., Inc.
Membership .....NAB
President .....Richard M. Venable
General-Station Manager.....John S. Phillips
Promotion Manager.....Juanita Barker
Promotion Mgr.-Pub. Dir.....Juanita Barker
Program Director.....C. P. Vogel, Jr.
Chief Engineer.....George Whiteman

# WKNA

## CHARLESTON—1946—ABC

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....Joe L. Smith, Jr., Inc.
Bus.-Studio Address.....804 Kanawha Blvd.
Phone Number .....39-971
Transmitter Location.....Tyler Mountain Rd.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Standard
Representative .....Weed
Membership .....BMB
President.....Joe L. Smith, Jr.
Gen.-Sta.-Comm. Mgr.....James T. Quirk
Sales Prom. Mgr., Prog. Dir...Frank E. Shaffer
Production Dir.....Robert N. Provence
Publicity Director.....James Van Sickle
Chief Announcer.....Fred L. Scott
Musical Director.....Arlene Johnson
Chief Engineer.....Taylor Marcum

# WTIP

## CHARLESTON—1946—MBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....Chemical City Bcstg. Co.
Bus.-Studio Address.....Capitol & Fife
Phone Number .....2-3136-7
Transmitter Location.....Stricker Rd.
Air Time.....6 a.m.-1 a.m.
News Service .....AP
Transcription Service.....Associated, Cole
Representative .....Forjoe
Memebrship .....NAB
President, General Mgr.....Gus Zaharis
Station Manager.....Berton Sonis
Program Director.....Bob Bower
Musical Director.....Jack Mitchell
Chief Engineer.....Paul Sullivan

# WBLK

## CLARKSBURG—1937—NBC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....News Publishing Co. of Wheeling
Bus.-Studio Address.....444½ W. Pike St.
Phone Number .....3040
Transmitter Location.....Glen Elk
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Branham
Membership .....NAB
President .....Austin Wood
General Manager.....George H. Clinton
Station-Comm. Mgr.....Fred Zimmerman
Sales Prom. Mgr.....Richard Duncan
Prog.-Prod.- Dir., Chief Announcer .....Donald McWhorter
Musical Director.....Alpha Rowand
Chief Engineer.....Harry S. Brown

# WHAR

## CLARKSBURG—1946—MBS-KBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Mountain State Bcstg. Co.
Bus.-Studio-Transmitter Address..1200 E. Pike St.
Phone Number .....7340
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Keystone
Representative.....Joseph Hershey McGillvra
Membership .....NAB
Owner, Gen.-Station Mgr.....Glacus G. Merrill
Commercial Mgr.....John Bach
Sales Prom. Mgr., Pub. Dir.....Robert Edge
Program Director.....Janice Williams
Chief Announcer.....Gail Thompson
Chief Engineer.....Andrew H. Kovlan

# WPDX

## CLARKSBURG—1946

Frequency: 750 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Clarksburg Bcstg. Corp.
Business-Studio Address.....339 W. Main St.
Phone Number .....6060
Transmitter Location.....3½ Mi. S. of Clarksburg on Weston Rd.
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service.....World, Capitol
President.....O. L. Billingsley
General Manager.....R. C. Warden
Sales Mgr.....Joe M. Larosa
Prog. Dir., Farm Editor.....Dewitt Wyatt
Production Director.....Robert Walsh
Chief Announcer.....John Peters
Musical Director.....Bill McKay
Chief Engineer.....R. D. Hough

# WDNE

## ELKINS—1948—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By....West Virginia Radio Corp.
Business Address....Washington & Davis Sts., P. O. Box 967
Phone Number .....1300-1
Studio-Transmitter Location.....Washington & Davis Sts.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Standard, Keystone
Membership .....NAB
President.....H. C. Greer
Station Manager.....Geo-ge J. Kapel
Comm.-Sales Prom. Mgr.....Ambrose F. White
Program Director.....Jean Kapel
Publicity Director.....Ann Steever
Technical Plant Spvr.....Edmund Sepe

# WMMN

## FAIRMONT—1927—CBS

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Oper. By.....Fort Industry Co.
Business-Studio Address.....208 Adams St.
Phone Number .....3100
Transmitter Location .....Monongah
Air Time.....4:30 a.m.-12:05 a.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Katz
Membership .....NAB, BMB
President.....George B. Storer
General Manager.....Allen L. Haid
Commercial Manager.....Charles E. Smith
Program Director.....Frank Lee
Chief Announcer.....William W. Powell
Musical Director.....Francis T. Lauzau
Chief Engineer.....Joseph C. Strelauski
Farm Editor.....Walter Smoot

# WVVW

## FAIRMONT—1947—MBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Fairmont Bcstg. Co., Inc.
Business-Studio Address .....Fairmont
Phone Number .....5000-1
Transmitter Location..Palatine Knob, Radio Pk.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Membership .....NAB
President.....J. Patrick Beacom
Station-Comm. Mgr.....Wip Robinson, III
Promotion Manager.....John F. Watkins
Prog. Dir., Chief Announcer....Harry A. Riley
Publicity Director.....Jane Windom
Musical Director.....C. Robert Hall
Chief Engineer.....J. Harvey McCoy

# WHTN

## HUNTINGTON—1947

Frequency: 800 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Greater Huntington Radio Corp.
Business-Studio Address....1112½ Fourth Ave.
Phone Number .....3-3453
Transmitter Location..2½ Mi. S. of Huntington
Air Time .....Daytime
News Service .....UP
Transcription Service..MacGregor, Associated
Representative .....Friedenberg
Membership .....NAB
President.....A. B. Hyman
General-Station Manager.....Meyer Layman
Program Director.....Arnold Silvert
Chief Announcer.....Ted Arnold
Musical Director.....Mrs. John Skeans
Chief Engineer.....Harold F. Sturm

# WPLH

## HUNTINGTON—1946—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Huntington Bcstg. Corp.
Business-Studio Address.....1105 Fourth Ave.
Phone Number .....3-3421
Transmitter Location....16th St., W. & Jackson Ave.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Capitol
Representative .....Transit Radio
Membership .....NAB
Pres., General Manager.....Flem J. Evans
Asst. Mgr., Program Dir.....Joseph J. Herget
Commercial Manager.....Bernard Sammons
Sales Prom. Mgr., Pub. Dir.....Lillian Swann
Chief Engineer.....William R. Haldane

# WSAZ

## HUNTINGTON—1923
## ABC-WEST VIRGINIA

Frequency: 930 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....WSAZ, Inc.
Business-Studio Address.....912½ Third Ave.
Phone Number.....Huntington 4106
Transmitter Location.....28th St. & Park at C. & O. R. R.
Air Time .....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, SESAC
Representative .....Branham
Membership .....NAB, BMB
President.....John A. Kennedy
General Manager.....Howard L. Chernoff
Station-Comm. Mgr.....Marshall Rosene
Sales Prom. Manager.....L. H. Rogers, II
Prog.-Musical Dir., Farm Editor .....Ted Eiland
Prod. Dir., Chief Announcer.....Bert Shimp
Publicity Director.....William Tracey
Chief Engineer.....Leroy Kilpatrick

# WLOG

## LOGAN—1940

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Clarence H. Frey & Robert O. Greever
Business Address.Box 720 (mail) 433 Stratton St.
Studio-Transmitter Location.....Kanada St.
Air Time.....14 hrs. daily
News Service .....UP
Membership .....NAB, BMB

# WEPM

## MARTINSBURG—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Martinsburg Bcstg. Co.
Business Address.....P. O. Box 874
Phone Number .....1146
Studio Address.....People's Trust Co. Bldg.
Transmitter Location.....W. King St. Ext.
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service.....World, Cole
Representative .....Burn-Smith
Membership .....NAB, BMB
General Manager.....C. Leslie Golliday
Comm. Manager.....Edward W. Dockeney
Prom. Mgr., Prod. Dir., Chief Announcer .....Charles Reznikov
Chief Engineer.....Sterling H. Heil
Farm Editor.....Edward W. Dockeney

# WMON

## MONTGOMERY—1946—MBS

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Fayette Associates, Inc.
Bus.-Studio-Transmitter Address..1028 1st Ave.
Phone Number .....1340
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....World
Membership .....NAB, BMB
President.....Arnold M. Vickers
Comm.-Sales Prom. Mgr., Publicity Director.....Andrew W. Vickers
Prog.-Prod. Dir.....James G. Holmes
Chief Engineer.....Campbell J. Craver

# WAJR

## MORGANTOWN—1940—MBS-KBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By...West Virginia Radio Corp.
Business-Studio Address.....446 Spruce St.
Phone Number .....9488
Transmitter Location.....So. Park Hill
Air Time.....6:30 a.m.-M.
News Service .....AP
Transcription Service.....World, Keystone
Membership .....NAB, BMB
General-Station Mgr.....Ferd Browning, Jr.
Commercial Manager.....John J. Johns
Production Director.....Willis D. Tennant
Publicity Director.....Jo Anne Schenck
Chief Engineer.....Clarence Rulong
Farm Editor.....Nick Basso

# WOAY

## OAK HILL—1946

Frequency: 860 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Robert R. Thomas, Jr.
Business Address.....Oak Hill
Phone Number .....651
Studio-Transmitter Location.....1 Mi. So. of Oak Hill on Hway. 21
Air Time .....Daytime
News Service .....AP
Transcription Service .....Capitol

Representative .....Friedenberg
Membership .....NAB, BMB
Owner, Gen. Mgr., Musical Dir., Chief Engineer.....Robert R. Thomas, Jr.
Comm.-Sales Prom. Mgr.....Harold B. Shaw
Prog. Mgr., Prod. Dir., Chief Announcer, Farm Editor.....Hugh McPherson

# WCOM

## PARKERSBURG—1947—ABC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Parkersburg Bcstg. Co.
Business-Studio Address.....317 Ninth St.
Phone Number .....7-4491
Transmitter Location.....New York Ave.
Air Time.....7 a.m.-1:05 a.m.
News Service .....UP
Transcription Service .....World
Representative.....Joseph Hershey McGillvra
Membership .....NAB
President.....Joseph M. Handlan
General Mgr.....Richard S. Cotterman
Program Director.....G. R. Abels
Production Director.....Margaret Stern

# WPAR

## PARKERSBURG—1935—CBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Ohio Valley Bcstg. Corp.
Business-Studio Address.....211 5th St.
Phone Number .....7-5475
Transmitter Location.....Route 2
Air Time.....6:30 a.m.-1:05 a.m.
News Service .....AP
Transcription Service.....Thesaurus, SESAC
Representative .....Branham
Membership .....NAB
President.....Austin V. Wood
Exec. V.P., Sta.-Comm. Manager.....George H. Clinton
Program Director.....Shermin Grimm
Publicity Director.....Barbara O'Brien
Chief Engineer.....V. G. Brooks

# WLOH

## PRINCETON—1947
## KBS-MOUNTAINEER

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Mountain Bcstg. Service, Inc.
Business Address.....P. O. Box 549
Phone Number .....567
Studio-Transmitter Location.....Lilly Grove
Air Time .....Unlimited
News Service .....UP
Transcription Service....Thesaurus, Standard, Keystone
Representative .....Friedenberg
Membership .....NAB
President.....F. W. McKensie
Gen. Mgr., Prog. Dir.....James H. Mayes, Jr.
Comm.-Sales Prom. Mgr.....James M. Angel
Publicity Director.....Nancy Crotty
Chief Announcer.....Tom Hicks
Musical Director.....Sue Stuckman
Chief Engineer.....Earl H. Graham

# WRON

## RONCEVERTE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....William E. Blake
Business Address .....Ronceverte
Phone Number .....300
Studio Address.....Shanklin Bldg.
Transmitter Location.....Charlotte Hts.
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative.....Joseph Hershey McGillvra
Membership .....NAB, BMB
Owner, Pub. Dir.....William E. Blake
General Manager.....Rodney B. Walker
Program Director.....Bertrand F. Mulligan
Chief Engineer.....Herbert S. Jackson
Farm Editor.....Vance R. Hatcher

# WBRW

## WELCH—1940
### MUTUAL

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....McDowell Service Co.
Business Address.....Riverside Drive
Phone Number.....818
Studio-Transmitter Address:....Riverside Drive
Air Time.....6:00 a.m.-10:30 p.m.
Transcription Service.....Standard
Station Representative.....Forjoe & Co.
Membership .....NAB, BMB
President.....J. G. Hunt
General-Station-Commercial Manager .....Ellis Landreth
Program Director.....John J. Villani
Chief Engineer.....Howard R. King

# WHAW

## WESTON—1948—MBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Lewis Service Corp.
Business-Studio Address.....Main Ave.
Phone Number .....1555
Transmitter Location .....Weston
Air Time.....7 a.m.-M.
News Service .....AP
Transcription Service.....World, Associated
Representative .....Donald Cooke
President .....Harold McWhorter
Gen.-Sta.-Comm. Mgr.....Carl Loose
Program Director.....A. Les Vassar
Production Director.....Tom Brooks
Chief Engineer.....James A. Huff, Jr.

# WKWK

## WHEELING—1941

ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned By.....Community Bcstg., Inc.
Operated By.....Radio Station WKWK
Business-Studio Address.....
.....Pythian Building, 16th & Market Sts.
Phone Number.....5320
Transmitter Location.....
.. Pythian Building, 16th & Market Sts.
Air Time.....18 hours
News Service .....UP
Transcription Service .....Standard
Station Representative .....Weed
Membership .....NAB, BMB
President.....Joe L. Smith, Jr.
General-Station-Commercial
Manager.....John B. Reynolds
Program Director, Production
Manager.....J. Alan Jasper
Publicity Director.....Nancy A. Hilmes
Chief Announcer.....Ray Vingi
Chief Engineer.....Fred A. Baker

# WWVA

## WHEELING—1926

CBS

Frequency: 1170 Kc.....Power: 50,000 Watts
Owned-Operated By....The Fort Industry Co.
Address.....Hawley Bldg.
Phone Number.....Wheeling 5383
Transmitter Location.....St. Clairsville, Ohio
Air Time.....Unlimited
News Service .....AP
Transcription Service.....Lang-Worth, Cole
Representative .....Petry
Membership .....NAB, BMB
President.....George B. Storer
V.P. in chg. of Operations.....Wm. E. Rine
Sales Promotion Mgr.....Howard W. Meagle
Ass't Mgr.-Dir.....Paul J. Miller
Program Director.....Paul A. Myers
Chief Engineer.....Edwin L. Keim

# WBTH

## WILLIAMSON—1939—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Williamson Bcstg. Corp.
Business Address .....Williamson
Phone Number .....1241
Studio-Transmitter Location.....5½ E. Second Ave.
Air Time..... 6a.m.-M.
News Service .....UP
Transcription Service .....World
Membership .....NAB, BMB
President.....Mrs. Lewis C. Tierney
Gen.-Sta.-Comm. Mgr.....Alice Shein
Program Director.....John T. Blair, Jr.
Chief Engineer.....Robert W. Bullio

# WISCONSIN

*Estimated Population 3,309,000—Increase +5.5%—Radio Homes 888,800*
*Total Families 910,400—Stations in State 47*

# WATK

## ANTIGO—1947

Frequency: 900 Kc.....Power: 250 d.
Owned-Operated By.....Antigo Bcstg. Co.
Business-Studio Address .....Antigo
Transcription Service.....Standard
President.....Artemas F. Burner
Manager.....G. McElrone
Commercial Manager.....Ted Homerding
Program Director.....R. Stake
Chief Engineer.....Harry Wardwell

# WHBY

## APPLETON—1925—MBS

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....WHBY, Inc.
Bus.-Studio-Transmitter Address.....600 So. Lawe St.
Phone Number .....3-6639
Air Time.....6 a.m.-M.
News Service .....AP
Transcription Service .....Lang-Worth
Representative.....J. P. McKinney
Membership .....NAB, BMB
Director of Radio.....M. J. Beemster
General Manager.....Earl H. Huth
Commercial Manager.....W. C. Porsow
Sales Prom. Mgr.....F. Douglas Chingo
Program Director.....Robert Petrie
Production Director.....Harold Zahorik
Publicity Director.....Milton Boehm
Chief Engineer.....George Merkl
Farm Editor.....Wallace MacBriar

# WATW

## ASHLAND—1940—MBS-KBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By...Upper Michigan-Wisconsin Bcstg. Co., Inc.

Business-Studio Address...Northern State Bank Bldg.
Phone Number .....1680
Transmitter Location.....Ellis Ave.
Air Time.....6:30 a.m.-M.
News Service .....UP
Transcription Service.....Standard, Keystone
Representative .....Walker
Membership .....NAB, BMB
President.....William L. Johnson
Vice Pres., Gen. Mgr.....J. W. Huss
Station-Comm. Manager.....T. G. Hogan
Program Director.....Mary Jean Anno
Chief Announcer.....Arnold Peterson
Chief Engineer.....Otto Link

# WBEL

## BELOIT—1948

Frequency: 1380 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....Beloit Bcstrs., Inc.
Business-Studio Address....335 E. Grand Ave.
Phone Number.....Col. 1380
Transmitter Location.....900 E. Elmwood Ave.
Air Time .....Daytime
News Service .....AP
Transcription Service .....Cole
President.....William P. Taylor
General Manager.....Edgar E. Hinkle
Sec. & Treas.....Russell G. Salter
Commercial Manager.....Robert Underhill
Sales Prom. Mgr., Prog.-Pub. Director.....W. M. Morton
Chief Announcer.....James Schweitzer
Musical Director.....Robert Eicher
Chief Engineer.....Leo Wilson
Farm Editor.....Ray Lange

# WGEZ

## BELOIT—1948

Frequency: 1490 Kc.....Power: 100 Watts
Owned-Operated By.....Sidney H. Bliss
Business-Studio Address .....
.....200 E. Milwaukee St. (Janesville)

# WBIZ

## EAU CLAIRE—1947—MBS

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....WBIZ, Inc.
Bus.-Studio-Transmitter Address..609 Cameron St.
Phone Number .....5111
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
President, General Mgr.....James J. Conroy
Station-Comm. Mgr.....Ray L. Watton
Sales Prom. Mgr., Prog. Dir., Chief Announcer.....Bruce McLean
Traffic Mgr.....Alvina M. Britz
Musical Director.....Lee Rice
Chief Engineer.....Claude V. Thomas

# WEAU

## EAU CLAIRE—1937
## NBC-ARROWHEAD-NORTHWEST

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....Central Bcstg. Co.
Business-Studio Address....203 S. Barstow St.
Phone Number .....6149
Transmitter Location.....County Hway. QQ
Air Time.....6 a.m.-M.
News Service.....Transradio
Transcription Service..Associated, Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB, BMB
President .....Morgan Murphy
General Manager.....W. C. Bridges
Station-Comm. Mgr.....Harry S. Hyett
Sales Prom. Mgr., Prog. Dir.....Ralph Shepard
Chief Engineer.....T. O. Jorgenson
Farm Editor.....Carl Johnson

# WRFW

## EAU CLAIRE—1948

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Chippewa Valley Radio & Telev. Corp.
Bus.-Studio-Transmitter Address...Rudolph Rd.
Phone Number .....2-1629
Air Time.....Local sunrise-local sunset
News Service .....AP
Transcription Service .....Standard
Representative .....Forjoe
President, Pub. Dir.....Thomas K. Werner
Gen.-Sales Prom. Mgr.....John E. Kelly
Sta. Mgr., Prog. Dir., Chief Engineer.....Rolph D. Tobin
Commercial Manager.....Richard Werner
Musical Director.....Betty I. Tobin

# KFIZ

## FOND DU LAC—1922
## MBS-WISCONSIN

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....KFIZ Bcstg. Co.
Bus.-Studio-Transmitter Address..18 W. First St.
Phone Number .....356
Air Time .....Full Time
News Service .....UP
Membership .....NAB
President.....A. H. Lange
Exec. Vice Pres.....Emery W. Martin
General Manager.....Lynn N. Fairbanks
Prog.-Musical Dir.....Lucile Fairbanks
Chief Engineer.....Wendell S. Meyers

# WDUZ

## GREEN BAY—1947—ABC

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Green Bay Bcstg. Co.
Business-Studio Address.....Nicolet Bldg.
Phone Number.....Howard 6300
Transmitter Location..Cass St., Town of Preble
Air Time.....6 a.m.-M.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President, Gen. Mgr.....Ben A. Laird
Station Manager.....Robert C. Nelson
Commercial Manager.....Forster M. Cooper
Prog.-Prod. Director.....Don Arthur
Pub. Dir., Chief Announcer..John R. Kessenich
Musical Director.....Roy Hessler
Chief Engineer.....Paul C. Tyrrell

# WJPG

## GREEN BAY—1947—WISCONSIN

Frequency: 810 Kc.....Power: 1000 Watts d.
Owned-Oper. By....Green Bay Newspaper Co.
Business Address.....Green Bay
Phone Number.....Adams 4400
Studio Address.....428 Cherry St.
Transmitter Location.....Scray's Hill, De Pere Township
Air Time.....6 a.m.-local sunset
News Service .....AP
Transcription Service.....Standard, Capitol
Representative.....McGeehan & O'Mara
Membership .....NAB, FMA
President.....V. I. Minahan
General Manager.....A. B. Turnbull
Station Manager.....John M. Walter
Commercial Manager.....Glen R. Holznecht
Program Director.....Russ Widoe
Musical Director.....Vi Govin
Chief Engineer.....Elmo Reed
Farm Editor.....Les Sturmer

# WTAQ

## GREEN BAY—1922—CBS

Frequency: 1360 Kc.....Power: 5000 Watts
Owned-Operated By.....WHBY, Inc.
Business-Studio Address.....Bellin Bldg.
Phone Number.....Adams 1
Transmitter Location.....W. De Pere
Air Time.....5 a.m.-12:05 a.m.
News Service .....AP
Representative .....Weed
Managing Director.....Rev. M. J. Beemster
General-Station Mgr.....Haydn R. Evans
Sales Prom. Manager.....Lee Stinson
Prog. Dir., Chief Announcer.....Clair Stone
Prom.-Pub. Director.....Karl Gorsche
Musical Director.....Clarence Edges
Chief Engineer.....Wallace Stangel
Farm Editor.....Eddy Jason

# WCLO

## JANESVILLE—1930
## MBS-KBS-WISCONSIN

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By....Southern Wisconsin Radio, Inc.
Business-Studio Address..200 E. Milwaukee St.
Phone Number .....2500
Transmitter Location.....1436 So. Oakhill Ave.
Air Time.....Full Time
News Service .....AP
Transcription Service.....World, SESAC, Lang-Worth, Keystone
Representative.....William G. Rambeau
Membership .....NAB, BMB
President.....Sidney H. Bliss
General Manager.....Vern W. Williams
Asst. Manager.....Joseph G. Urban
Chief Announcer.....Don Boyd
Musical Director.....Patricia Jacobson
Chief Engineer.....Wayne Clay
Farm Editor.....Grant A. Ritter

# WLIP

## KENOSHA—1947

Frequency: 1050 Kc.....Power: 250 Watts d.
Owned-Operated By.....William L. Lipman
Bus.-Studio-Transmitter Address....625 57th St.
Phone Number .....6162
Air Time .....Daytime
News Service .....UP
Transcription Service .....Lang-Worth
Representative.....J. P. McKinney
Membership .....NAB, BMB
General-Station Mgr.....William L. Lipman
Comm.-Sales Prom. Mgr.....Hugh Gately
Program-Publicity Dir.....Richard Driscoll
Chief Engineer.....Orlando Rotunda
Farm Editor.....Leo Porwaniecki

# WKBH

## LA CROSSE—1923—NBC

Frequency: 1410 Kc.....Power: 5000 Watts
Owned-Operated By.....WKBH, Inc.
Business-Studio Address.....409 Main St.
Phone Number .....450
Transmitter Location.....Gillette St. nr. Hway. 16
Air Time.....6 a.m.-M.
News Serivce .....AP
Transcription Service .....World
Representative .....Taylor-Borroff
Membership .....NAB, BMB
President, Station Mgr.....Howard Dahl

Program Director.....Berneice Callaway
Publicity Director.....Paul Ziemer
Chief Engineer.....Al Leeman

# WKTY

## LA CROSSE—1948—MBS

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Operated By.....La Crosse Bcstg. Co.
Business-Studio Address.....110 N. 4th St.
Phone Number .....790
Transmitter Location..On Stoddard Rd. Hway. 53, 4 Mi. So. of La Crosse
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service.....Cole, MacGregor
Representative .....John Blair
President .....Cecil Allen
Gen.-Sta.-Comm.-Sales Prom. Manager.....Marvin L. Rosene
Prog.-Prod.-Musical Dir.....Ralph D. Willey
Chief Engineer.....J. Harold White
Farm Editor.....William Mason

# WLCX

## LA CROSSE—1947—ABC

Frequency: 1490 Kc.....Power 250 Watts
Owned-Operated By.....Bermac Radio, Inc.
Business-Studio Address.....State Bank Bldg.
Phone Number .....4379
Transmitter Location.....Lang Drive
Air Time....6 a.m.-12 M. & 8 a.m.-12 M. Sun.
News Service .....UP
Transcription Service.....Standard
President.....James J. Conroy
General Manager.....Milo Knutson
Sales Promotion Manager.....Robert Gaumer
Prog. Dir.-Production Mgr.....Joe N. Snyder
Chief Announcer.....Donald Anderson
Chief Engineer .....Albert Rauscher
Office & Traffic Manager.....Dorothy Smith

# WLDY

## LADYSMITH—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....O. J. Falge
Bus.-Studio-Transmitter Address.....Hway. 8
Phone Number .....584
Air Time.....6:30 a.m.-10:15 p.m.
News Service .....UP
Transcription Service.....World, Cole
President, General Mgr.....O. J. Falge
Station-Comm. Mgr.....Bart Mestelle
Sales Prom. Mgr., Prog.-Prod.-Pub. Director.....C. C. Beck
Chief Announcer.....Tom Anderson
Musical Director.....Joe Dahlvig
Chief Engineer.....Darrel Holbrook
Farm Editor.....Orin Garwood

# WIBA

## MADISON—1926—NBC

Frequency: 1310 Kc.....Power: 5000 Watts
Owned-Operated By.....Badger Bcstg. Co.
Business-Studio Address.....3800 Regent St.
Phone Number.....Fairchild 8800
Transmitter Location .....Fitchburg
Air Time.....6 a.m.-M.
News Service.....AP, UP
Transcription Service .....Standard
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....William T. Evjue
General Manager.....Kenneth F. Schmitt
Business Manager.....Howard A. Johnson
Program Director.....Robert N. Dick
Publicity Director.....Jeanne Remus
Chief Engineer.....Norman Hahn
Farm Editor.....Frank Mayfield

# WISC

## MADISON—1948
## ABC-ARROWHEAD

Frequency: 1480 Kc.....Power: 1000 Watts
Owned-Operated By....Radio Wisconsin, Inc.
Bus.-Studio Address.....Commercial State Bank Bldg.
Phone Number.....Gifford 7502
Transmitter Location....Seyene Rd., 1 Mi. So. of Madison
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Associated
Representative.....George P. Hollingbery
Membership .....BMB
President .....Morgan Murphy
Executive Director.....W. C. Bridges
General Manager.....Ralph O'Connor
Commercial Manager.....Robert Kosak
Sales Prom. Mgr.....Hank Henriksen
Program Director.....Robert Swanson
Prod. Dir., Chief Announcer.....Luther Mason
Publicity Director.....Joann Markward
Musical Director.....Robert Howard
Chief Engineer.....W. M. Greely

# WKOW

## MADISON—1947—MBS

Frequency: 1070 Kc....Power: 10,000 Watts d. 5,000 Watts n.
Business Address....215 W. Washington Ave.
Telephone .....Gifford 7100
Transcription Service....Headley-Reed, World
News Service .....UP
General Manager.....Ralph E. Ammon
Sales & Promotion Mgr.....E. R. Peterson
Program Director.....William T. Wagner
Chief Engineer.....Vincent Vanderheiden

# WOMT

## MANITOWOC—1926—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Francis M. Kadow
Business-Studio Address.....Radio Bldg.
Phone Number .....6015
Transmitter Location..3600 Block, Marshall St.
Air Time.....7 a.m.-M.
News Service .....UP
Transcription Service .....Keystone
Representative.....McGeehan & O'Mara
Membership .....NAB
Owner, General Mgr.....Francis M. Kadow
Asst. Mgr., Prog. Dir.....George H. Erdman
Comm.-Sales Prom. Mgr....John M. Kadow, Jr.
Prod. Dir., Chief Announcer.....Jack Leon
Publicity Director.....Ralph Norman
Musical Director.....El Roy
Chief Engineer.....W. C. Duben

# WMAM

## MARINETTE—1939—NBC

Frequency: 570 Kc.....Power: 250 Watts d.; 100 Watts n.
Owned-Oper. By.....M. & M. Bcstg. Co., Inc.
Bus.-Studio-Transmitter Address....Radio Park
Phone Number.....570-1, 2216
Air Time .....Unlimited
News Service .....UP
Representative .....Robert Meeker
Membership .....NAB, BMB
President.....William E. Walker
General-Station Mgr.....Joseph D. Mackin
Commercial Manager.....Howard L. Emich
Sales Prom. Mgr., Pub. Dir.....Richard Dickoff
Program Director.....Pat Kehoe
Prod. Dir., Chief Announcer.....Bob Southard
Chief Engineer.....A. L. Stewart
Farm Editor.....John Bell

# WDLB

## MARSHFIELD—1947—KBS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By..Dairyland's Bcstg. Svc., Inc.
Bus-Studio-Transmitter Address.....1710 N. Central Ave.
Phone Number .....1212
Air Time.....6:30 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, SESAC, KBS
Membership .....FMA
President.....Lloyd L. Felker
General-Station Mgr.....R. W. Behling
Commercial Manager.....Duane Allen
Sales Prom. Manager.....Robert Hollenbeck
Prog. Dir., Chief Announcer.....James Tighe
Production Director.....Pierre Monet
Pub. Dir., Farm Editor.....James Holmlund
Musical Director.....Ulamae Knutson
Chief Engineer.....Jerry Boos

# WIGM

## MEDFORD—1941—MBS-KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....George F. Meyer
Bus.-Studio-Transmitter Address .....Medford
Phone Number .....5147
Air Time .....Unlimited
News Service .....UP
Transcription Service.....SESAC, Keystone
Owner, Gen. Mgr., Prog.-Prod. Director.....George F. Meyer
Station Manager.....Irma Meyer
Comm.-Sales Prom. Mgr., Publicity Director .....Frank Swan
Chief Announcer.....Dick Johnson
Chief Engineer.....Ray Bohnert

# WLIN

## MERRILL—1948

Frequency: 730 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Alvin E. O'Konski
Business Address.....Merrill
Transcription Service.....Lang-Worth, Capitol
President.....Alvin E. O'Konski
General Manager.....Tony Marta
Commercial Manager.....Lew Process
Program Director & Prom. Mgr.....Joe McCann
Chief Engineer.....Robert Fowler

# WEMP

## MILWAUKEE—1935

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Milwaukee Bcstg. Co.
Bus.-Studio Address....710 N. Plankinton Ave.
Phone Number.....MArquette 8-7722
Transmitter Location.....5407 W. Martin Dr.
Air Time.....6 a.m.-2 a.m.
News Service .....UP
Transcription Service .....World
Representative .....Avery-Knodel
President.....Robert M. LaFollette, Jr.
General-Station Manager....Hugh K. Boice, Jr.
Commercial Manager.....John C. Gagliano
Sales Prom. Manager.....Tom Dyson
Program-Production Dir.....Bert Mulroy
Chief Announcer.....Tom Shanahan
Musical Director.....Elmer Ihrke
Chief Engineer.....Rolland Paske

# WEXT

## MILWAUKEE—1947

Frequency: 1430 Kc.....Power: 1000 Watts d.
Owned-Operated By.....WEXT, Inc.
Bus.-Studio-Transmitter Address...2501 S. 43rd St.
Phone Number.....Evergreen 3-1430
Air Time.....Local sunrise-sunset
News Service .....UP

Transcription Service .....Capitol
Representative .....Hal Holman
Membership .....NAB
President, General Mgr.....Gerald A. Bartell
Sta. Mgr., Prog.-Prod. Dir. Farm Editor.....John A. Reddy
Commercial Manager.....James Haig
Sales Prom. Mgr.....Robert W. Chamberlain
Publicity Director.....Rosa B. Evans
Chief Announcer.....Jack Buechler
Musical Director.....Sammy Madden
Chief Engineer.....Ralph Evans

# WFOX

## MILWAUKEE—1946

Frequency: 860 Kc.....Power: 250 Watts d.
Owned-Oper. By....Wisconsin Bcstg. System, Inc.
Bus.-Studio-Transmitter Address.....739 No. Broadway
Phone Number.....Broadway 2-1272
Air Time .....Sunrise-sunset
News Service .....AP
Transcription Service .....Standard
Representative.....Burke, Kuipers & Mahoney
Pres., Gen.-Sta.-Comm.-Sales Prom. Manager.....Charles J. Lanphier
Prog.-Prod.-Pub. Dir.....Carl Zimmermann
Chief Announcer.....Paul Bartell
Musical Director.....Walter Behl
Chief Engineer.....George Dodge
Farm Editor.....John Vans

# WISN

## MILWAUKEE—1922—CBS

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Operated By.....Hearst Radio, Inc.
Bus.-Studio Address.....123 W. Michigan St.
Phone Number.....Division 2-3000
Transmitter Location.....5001 S. 60th St.
Air Time .....Unlimited
News Service .....INS, UP
Transcription Service .....World
Representative .....Katz
Membership .....NAB
Exec. V.P., Gen.-Sta. Mgr.....G. W. Grignon
Local Sales Manager.....R. E. Shireman
Sales Prom. Mgr., Pub. Dir.....H. Ellis Saxton
Prog.-Prod. Director.....Jack Raymond
Chief Announcer.....Milt Brandl
Musical Director.....Elmer Krebs
Chief Engineer.....Donald A. Weller
Farm Editor.....Frances X. Haggerty

# WMAW

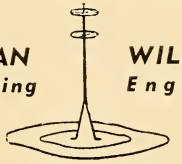
## MILWAUKEE—1948—ABC

Frequency: 1250 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midwest Bcstg. Co.
Business-Studio Address.....723 N. Third St.
Phone Number.....DAly 8-2154
Transmitter Location.....Hales Corners
Air Time .....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, Associated
Representative.....Free & Peters
President.....Clifford C. Randall
Gen.-Sta.-Comm. Mgr.....Jack Bundy
Sales Prom. Mgr., Pub. Dir.....Lou Riepenhoff
Program Director.....Woods O. Dreyfus
Production Director.....Hal Walker
Chief Announcer, Farm Editor.....Joe Andres
Musical Director.....Ralph Herman
Chief Engineer.....Raymond Host

# WMLO

## MILWAUKEE—1946

Frequency: 1290 Kc.....Power: 1000 Watts d.
Owned-Oper. By...Cream City Bcstg. Co., Inc.
Bus.-Studio Address..2625 W. Wisconsin Ave.
Phone Number.....West 3-1290
Transmitter Location.....Whitefish Bay
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service.....Lang-Worth, Cole
Representative .....Forjoe
Membership .....NAB

NATHAN WILLIAMS
Consulting Engineer

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President .....Gene Posner
Gen.-Sta.-Comm. Mgr.....Jerome Sill
Program Director.....Lan Singer
Musical Director.....Louis Bashell
Chief Engineer.....Paul Mueller

# WTMJ

## MILWAUKEE—1927—NBC

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Oper. By.....The Journal Co.
Business Address.....333 W. State St.
Phone Number.....MArquette 8-6000
Studio Address..Radio City, 720 E. Capitol Dr.
Transmitter Location.....Rt. 4, Box 444, Waukesha
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Edward Petry
V.P., General Mgr.....Walter J. Damm
Asst. General Mgr.....L. W. Herzog
Station-Comm. Mgr.....R. G. Winnie
Asst. Sta. Mgr., Pub. Dir.....Bruce Wallace
Program Manager.....Frank Bignell
Comm. Prod. Manager.....Frank Hart
Chief Announcer.....Bob Heiss
Musical Director.....Maurice Kipen
Chief Engineer.....William Hebal

# WNAM

## NEENAH—1947

Frequency: 1280 Kc.....Power: 1,000 Watts
Owned-Operated By.....
.....Neenah-Menasha Bcstg. Co.
Business-Studio Address..101 East Wisc. Ave.
Phone Number .....2-2871
Transmitter Location.....Rt. 1, Neenah
Air Time.....6 a.m.-local sunset
News Service .....UP
Transcription Service.....Associated
Representative .....Rambeau
Membership .....NAB, BMB
V. P., General Manager.....Don C. Wirth
Commercial-Sales Promotion Manager .....Fred W. Sample
Program-Publicity-Director-Production Manager .....Bud McBain
Chief Engineer.....E. W. Fliegel

# WOSH

## OSHKOSH—1941—ABC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By.....Oshkosh Bcstg. Co.
Business-Studio Address .....151 Main St.
Phone Number.....Stanley 4580
Transmitter Location.....Bowen St. Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service .....World
Representative .....Donald Cooke
Membership .....NAB, BMB
Exec. Dir. & Senior Partner....Myles H. Johns
General Manager.....George Greeley
Commercial Manager.....Al Embury
Sales Prom. Manager.....William McDonald
Program Director.....Sherwood Lorenz
Production Director.....Dan Wallace
Publicity Director.....Warren Haines
Chief Announcer.....Allan Sampson
Musical Director.....Pep Babler
Chief Engineer.....Glen Wheeler
Farm Editor.....Don Christensen

# WIBU

## POYNETTE—1925—KBS-WIS.

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....William C. Forrest
Bus.-Transmitter Address.....Route 2
Phone Number.....Poynette 98
Studio Addresses...Poynette, Portage, Beaver Dam, Madison
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Standard, SESAC, Keystone
Representative .....Burn-Smith
Pres., Gen.-Sta.-Comm. Manager.....William C. Forrest
Sales Prom. Mgr.....Doris MacPherson
Prog.-Pub. Director.....Sarah Forrest
Chief Announcer.....Clifford Conohan
Chief Engineer.....L. Stanley Sadler

# WRJN

## RACINE—1926—ABC-KBS-WIS.

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Racine Bcstg. Corp.
Business Address.....441 Main St.
Phone Number.....Jackson 290-1
Studio Addresses..441 Main St., Racine; 1225 W. Mitchell St., Milwaukee
Transmitter Location..Victory & Kentucky Sts., Mt. Pleasant
Air Time.....6:15 a.m.-10:15 p.m.
News Service .....AP
Transcription Service .....Keystone
Representative .....Walker
Membership .....NAB, BMB
President.....Frank R. Starbuck
General Manager.....Harry R. LePoidevin
Station-Comm. Mgr.....Harold J. Newcomb
Prog.-Prod.- Dir., Chief Announcer .....Lyman Merens
Publicity Directo ... .....Amelia French
Musical Direct: .....Orson White
Chief Engine: .....F. I[illegible] Dechant

# WOBT

## RHINELANDER—1947—MBS-KBS

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Oneida Bcstg. Co.
Bus.-Studio-Transmitter Address ..Rhinelander
Phone Number .....1240
Air Time .....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, Keystone
President.....John R. Tomek
General-Comm. Mgr.....Clyde D. Lake
Program Director.....Hugh Rowlands
Chief Engineer.....Charles Bresette
Farm Editor.....Clyde Downing

# WJMC

## RICE LAKE—1939
## MBS-ARROWHEAD-NORTHWEST

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....WJMC, Inc.
Bus.-Studio-Transmitter Address..1615 S. Main St.
Phone Number .....550
Air Time .....Unlimited
Transcription Service.....Associated, SESAC
Representative.....George P. Hollingbery
Membership .....BMB, FMA
President.....W. C. Bridges
General Manager.....Greg Rouleau
Program Director.....Harry Wills
Publicity Director.....Richard Moore
Chief Engineer.....Robert Kolsky

# WTCH

## SHAWANO—1948

Frequency: 960 Kc.....Power: 1,000 Watts d.
Owned-Operated By.....Shawano County Leader Pub. Co.
Business Address.....107 E. Green Bay St.
Telephone Number .....666
News Service .....UP
Transcription Service .....World
President.....Jeanne Heal
General Manager.....D. W. Hodgins

# WHBL

## SHEBOYGAN—1924—ABC-WIS.

Frequency: 1330 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Operated By.....WHBL, Inc.
Business-Studio Address.....636 Center Ave.
Phone Number .....4844
Transmitter Location.....Hway. 141, 1 Mi. So. of city
Air Time .....Unlimited
News Service .....AP
Transcription Service .....World
Representative .....Robert Meeker
Membership .....NAB, BMB
President.....A. Matt Werner
General-Comm. Mgr.....G. P. Richards
Program Director.....Glen James
Publicity Director.....Doris Domnie
Chief Engineer.....Herbert J. Mayer

# WTWT

## STEVENS POINT—1948

Frequency: 1010 Kc.....Power: 250 Watts d.;
Owned-Operated By.....Evans Radio Co.
Business-Studio Address.....414 Main St.
Phone Number .....2744-5
Transmitter Location..2 Blocks No. of Stevens Point city limits
Air Time .....Sunrise-sunset
News Service .....UP
Transcription Service .....SESAC
Representative .....Hal Holman
President .....Claire Miller
General-Station Mgr.....S. J. Kelbanowski
Comm.-Sales Prom. Mgr.....Andy Komasa
Prog.-Prod. Dir., Chief Announcer....Vern Lotz
Publicity Director.....Catherine Carew
Chief Engineer.....Justin Sloniker

# WDSM

## SUPERIOR—1939
## ABC-NORTHLAND

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ridson, Inc.
Business Address.....National Bldg.
Phone Number.....Superior: 4451-2; Duluth: Melrose 7234 or Radison 1230
Studio Addresses.....Spalding Hotel, Duluth; National Bldg., Superior
Transmitter Location.....Conners Point
Air Time.....7:25 a.m.-11:35 p.m.
News Service .....AP
Transcription Service.....Capitol, Lang-Worth
Representative.....Free & Peters
Membership .....NAB, BMB
President .....Robert Ridder
General-Station Mgr.....Carl Bloomquist
Commercial Manager.....Bill Kirby
Sales Prom. Mgr., Pub.-Musical Director.....Harry Gradin
Program-Production Dir.....Lew Martin
Chief Announcer.....James Payton
Chief Engineer.....Melvin Laskey

# WSBR

## SUPERIOR—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....WSBR, Inc.
Business Address .....Superior
Phone Number .....4405-6
Studio-Transmitter Location.....First & Baxter Ave.
Air Time .....Unlimited

News Service ....AP
Transcription Service....Standard, Keystone
President, General Mgr....James J. Conroy
Station-Comm. Mgr....Clifford J. Lue
Sales Prom. Manager....William McGregor
Prog. Dir., Chief Announcer..Robert O. Daniels
Production Director....Patrick McKenna
Pub.-Musical Dir., Farm Editor..James Orngard
Chief Engineer....James Garrity

# WAUX

## WAUKESHA—1946

Frequency: 1510 Kc....Power: 250 Watts d.
Owned-Operated By....Waukesha Bcstg. Co.
Business-Studio Address....319 W. Main St.
Phone Number ....6619
Transmitter Location....R. 1, Waukesha
Air Time ....Sunrise-sunset
News Service ....AP
Transcription Service ....Lang-Worth
Representative....McGeehan & O'Mara
President ....Carl Taylor
Gen.-Sta.-Comm. Mgr....M. Figi
Sales Prom. Manager....Charles E. Williams
Program Director....Ralph Andrews
Chief Announcer....Don Froehlich
Chief Engineer....Adin Randle

# WSAU

## WAUSAU—1937—NBC

Frequency: 1400 Kc....Power: 250 Watts
Owned-Oper By....The Journal Co. (The Milwaukee Journal)
Business-Studio Address....125 3rd St.
Phone Number ....6521
Transmitter Location....Coates Lane R. R. 3
Air Time ....Unlimited
News Service ....AP
Transcription Service ....Thesaurus
Representative ....Edward Petry
Station Manager....Ben F. Hovel
Commercial Manager....J. W. Killeen
Program Director....R. J. Topinka
Musical Director....LaVerne Peterson
Chief Engineer....R. W. Richardt

# WFHR

## WISCONSIN RAPIDS—1940
## MBS-WIS.

Frequency: 1340 Kc....Power: 250 Watts
Owned-Oper. By....William F. Huffman Radio, Inc.
Business Address....141 W. Grand Ave.
Phone Number ....1340
Studio Addresses....141 W. Grand Ave., Wis. Rapids; 208 So. Central, Marshfield; Cor. Main & Third, Stevens Point
Transmitter Location....1500 Bonow Ave.
Air Time ....Unlimited
News Service ....AP
Transcription Service ....Capitol
Membership ....NAB
President....William F. Huffman
V.P., Gen.-Sta. Mgr., Prog.-Prod.-Pub. Director....George T. Frechette
Comm.-Sales Prom. Mgr....Bruce G. Beichl
Chief Announcer, Farm Editor....Arnie Strope
Chief Engineer....Bert E. Zielesch

# WYOMING

*Estimated Population 275,000—Increase +9.6%—Radio Homes 71,300*
*Total Families 73,500—Stations in State 12*

# KSPR

## CASPER—1930
## MBS-KBS-INTERMOUNTAIN

Frequency: 1470 Kc....Power: 1000 Watts
Owned-Operated By....Donald L. Hathaway
Business Address....Box 930
Phone Number....407, 2083
Studio-Transmitter Location..1st & Lennox Sts.
Air Time ....Unlimited
News Service ....UP
Transcription Service..Thesaurus, Lang-Worth, Keystone
Representative....Sears & Ayer
Membership ....NAB, BMB
General-Station Mgr....Donald L. Hathaway
Comm.-Sales Prom. Mgr...Frederic W. Hufsmith
Program Director....Marcus R. Nichols
Chief Engineer....Duane W. Simons

# KVOC

## CASPER—1946—ABC

Frequency: 1230 Kc....Power: 250 Watts
Owned-Operated By....KVOC Bcstg. Co.
Bus.-Studio-Transmitter Address....1540 So. Wolcott St., P. O. Box 2090
Phone Number ....130
Air Time ....Unlimited
News Service ....AP
Membership ....NAB, BMB
President....Jack W. Perry
General-Station Mgr....John R. Bailey, Jr.
Comm.-Sales Prom. Mgr....Don R. Christopher
Program-Production Dir....Edward L. Rock
Publicity Director....Clifford E. Ewing
Chief Announcer....E. L. Peiss
Chief Engineer....Gordon L. Schmehl

# KFBC

## CHEYENNE—1940
## ABC-PURPLE SAGE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frontier Bcstg. Co.
Business-Studio Address.....Plains Hotel
Phone Number.....Cheyenne 4461
Transmitter Location.....3rd & Evans Ave.
Air Time.....6 a.m.-M.
News Service .....UP
Membership .....NAB
President.....Tracy S. McCraken
Treas., Gen.-Sta. Mgr.....William C. Grove
Commercial Manager.....Frank Flynn
Sales Prom. Manager.....Max Young
Program Director.....Dale Sunderland
Production Director.....Frank White
Publicity Director.....Margaret O'Brien
Musical Director.....Sid McSloy
Chief Engineer.....Harold Roberts

# KODI

## CODY—1947
## WYOMING NETWORK

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Absaroka Bcstg. Co.
Business-Studio Address.....Cody
Phone Number .....444
Transmitter Location..½ mi. S. of Cody, Wyo.
Air Time.....6:30 a.m.-10 p.m.
News Service .....AP
Transcription Service.....World, Lang-Worth
Membership .....NAB
General Manager.....William J. Garlow
Program Dir.-Chief Engin'r..Philip H. Barnhart

# KOVE

## LANDER—1948

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Edward J. Breece
Business Address.....262 W. Eugene St.

# KOWB

## LARAMIE—1947—CBS—
## INTER-MOUNTAIN

Frequency: 1340.....Power: 250 Watts
Owned-Oper. By..The Snowy Range Bcstg. Co.
Address .....P. O. Box 972
Phone Number .....4888
News Service .....AP
Transcription Service.....Standard
Representative .....Gene Grant
President .....Fred O. Rice
Gen., Comm. Manager.....Clem L. Rawlins
Program Director.....C. Wiles Hallock
Promotion Manager.....Paul G. Tobin
Chief Engineer.....Ray W. Hawks

# KPOW

## POWELL—1941
## MBS-KBS-INTERMOUNTAIN

Frequency: 1260 Kc.....Power: 1000 Watts
Owned-Operated By.....A. J. Meyer
Business Address.....243 E. 2nd St.
Phone Number .....222
Studio-Transmitter Location.....2 Mi. So. of Powell on Willwood Rd.
Air Time.....6 a.m.-10 p.m.
News Service .....UP
Transcription Service...SESAC, Cole, Keystone
Representative .....Avery-Knodel
Membership .....NAB, BMB
Gen.-Sta.-Comm. Mgr., Publicity Director.....A. J. Meyer
Program Director.....Mary Meyer

# KRAL

## RAWLINS—1947
## ABC-KBS-PURPLE SAGE

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Rawlins Bcstg. Co.
Business Address.....P. O. Box 511
Phone Number .....1015
Studio-Transmitter Address.....½ Mi. W. of Rawlins on U. S. Hway. 30
Air Time.....6:30 a.m.-10:30 p.m.
News Service .....AP
Transcription Service .....Keystone
Membership .....NAB
President .....Tracy McCraken
Gen.-Sta.-Comm. Mgr.....D. A. Fisher
Sales Prom. Mgr., Pub. Dir...Wyman Schnepp
Prog.-Prod. Director.....Donna Waeckerlin
Chief Engineer.....Clark Grove

# KWRL

## RIVERTON—1948

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Business Address .....Riverton
General Manager.....Joseph P. Ernst

# KVRS

## ROCK SPRINGS—1938
## MBS-KBS-INTERMOUNTAIN

Frequency: 1360 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Oper. By.....Wyoming Bcstg. Co.
Business-Studio Address....1307 Wyoming St.

Phone Number .....93-4
Transmitter Location.....2 Mi. N. of city
Air Time.....7 a.m.-11 p.m.
News Service .....AP
Transcription Service.....Standard, Keystone
Representative .....Avery-Knodel
Membership .....NAB, BMB
Pres., Gen. Mgr., Program Director.....Marjorie L. McCracken
Comm.-Sales Prom. Mgr.....Myron Megeath
Publicity Director.....Imogene Parr
Chief Announcer.....Dick Moore
Musical Director.....David Shirley
Chief Engineer.....Archie W. Buchanan

## KWYO

### SHERIDAN—1934
### MBS-KBS-INTERMOUNTAIN

Frequency: 1410 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Bighorn Bcstg. Co.
Business-Studio Address.....21 N. Main
Phone Number .....601-2
Transmitter Location..1½ Mi. N.W. of Sheridan
Air Time .....Unlimited
News Service .....UP
Transcription Service....Lang-Worth, Keystone
Representative .....Avery-Knodel
Membership .....NAB, BMB
President.....R. E. Carroll
Gen.-Sta. Mgr., Prog. Dir.....Jim Carroll
Comm.-Sales Prom. Mgr.....Don Tannehill
Chief Announcer.....Norm Wegmet
Chief Engineer.....Bob Crosthwaite

## KWOR

### WORLAND—1946—KBS

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Joseph P. Ernst
Address .....Box 92
Phone Number .....308
News Service .....AP
Transcription Service .....KBS
Owner-General Manager .....Joseph P. Ernst
Commercial Manager.....Mildred V. Ernst
Chief Engineer .....Joseph P. Ernst

". . . we extend felicitations and congratulations to the management and staff of THE ASSOCIATED PRESS and our fellow members for their achievement in developing THE ASSOCIATED PRESS into the preeminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of THE ASSOCIATED PRESS as a dependable news gatherer in the years to come."
—*Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.*

# TERRITORIES AND POSSESSIONS

## ALASKA

### KBYR

ANCHORAGE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Keith Capper
Operated By.....Aleutian Bcstr.
Business Address.....Box 1296
Phone Number.....Black 395, Green 474
Studio Address.....4th & B St.
Transmitter Location.....Spenard Rd.
Air Time .....Unlimited
News Service .....UP
Transcription Service.....MacGregor, Capitol
Representative .....Donald Cooke
Membership .....NAB
President .....Keith Capper
General Manager.....Vern Mack
Commercial Manager.....Chester Thurston
Program Director.....Helen Smythe
Production Director.....Bob Edlund
Musical Director.....Winfred Curry
Chief Engineer.....Richard Shoup

### KENI

ANCHORAGE—1948—MBS

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Bldg.
Phone Number .....East 150
Transmitter Location.....2½ Mi. S.W. of Anchorage
Air Time .....Unlimited
News Service .....AP
Transcription Service....Thesaurus, Standard
Representative .....Gilbert Wellington
President.....Austin E. Lathrop
General-Station Mgr.....Alvin O. Bramstedt
Comm.-Sales Prom. Mgr.....Robert J. Wells
Program Director.....Frank O. Brink
Prod.-Pub. Dir., Chief Announcer.....John W. Borges, Jr.
Musical Director.....Simeon Oliver
Chief Engineer.....Jack M. Walden
Farm Editor.....Ed Stevens

### KFQD

ANCHORAGE—1924—CBS-KBS-ALASKA

Frequency: 790 Kc.....Power: 5,000 Watts
Owned-Operated By.....William J. Wagner
Business-Studio Address .....830 Securities Bldg., Seattle, Wash.
Phone Number .....Seneca 6333
News Service.....AP
Transcription Service.....Lang-Worth, KBS
Representative .....Pan American, Scott
Owner .....William J. Wagner
Manager .....Ken Laughlin
Commercial Manager.....Joe Klaas
Program Director.....Edward P. Taylor
Promotion Manager.....R. L. Strock
Chief Engineer.....Charles Mohler

### KFAR

FAIRBANKS—1939—MBS

Frequency: 660 Kc.....Power: 10,000 Watts
Owned-Operated By..Midnight Sun Bcstg. Co.
Business-Studio Address.....Lathrop Building
Phone Number .....East 380
Transmitter Location.....Farmers Loop Road
Air Time.....7 a.m.-12 M.
News Services.....AP and UP
Transcription Service .....Thesaurus
Representative .....Gilbert A. Wellington
Membership .....NAB
President .....Austin E. Lathrop
General Station Manager..Alvin O. Bramstedt
Commercial Manager.....Arvid Erickson
Sports & News Editor.....Del Day
Chief Engineer.....A. G. Hiebert

### KFRB

FAIRBANKS—1948—CBS-ALASKA

Frequency: 1290 Kc.....Power: 1,000 Watts
Owned-Operated By.....William J. Wagner

Business-Studio Address
830 Securities Bldg., Seattle, Wash.
Phone Number .....Seneca 6333
News Service.....AP
Transcription Service.....Lang-Worth
Representative .....Pan American
Owner .....William J. Wagner
Manager .....Claude Ratcliff
Commercial Manager.....Walter A. Welch
Program Director .....Harry Balvin
Promotion Manager.....Herb Hilcher
Chief Engineer.....Paul C. Johnston

# KINY

## JUNEAU—1935—CBS-KBS-ALASKA

Frequency: 1460 Kc.....Power: 5,000 Watts
Owned-Operated By.....William J. Wagner
Business-Studio Address .....
830 Securities Bldg., Seattle, Wash.
Phone Number .....Seneca 6333
News Service .....AP
Transcription Service .....Lang-Worth, KBS
Representative .....Pan American
Owner .....William J. Wagner
Station Manager .....John Ashpaugh
Program Director .....James Gibson
Promotion Manager .....Lester A. Scott
Chief Engineer .....Charles Gray

# KTKN

## KETCHIKAN—1942
## CBS-KBS-ALASKA BCSTG.

Frequency: 930 Kc.....Power: 1000 Watts
Owned By.....Alaska Bcstg. Co.
Operated By.....William J. Wagner
Business Address.....830 Securities Bldg., Seattle 1, Wash.
Studio Address.....322 Dock St.
Transmitter Location.....Stedman St.
News Service .....AP
Transcription Service.....Lang-Worth, KBS
Representative .....Pan American
Pres., General Manager..William J. Wagner
Station Manager.....Jim Fletcher
Program Director.....Jim Kemp
Publicity Director.....Bill Lynch
Chief Announcer.....Ruben Gaines
Chief Engineer.....Bob Nichols

# KIBH

## SEWART—1948

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....William J. Wagner
Business-Studio Address .....
.....830 Securities Bldg., Seattle, Wash.
Phone Number .....Seneca 6333
Air Time .....Specified Hours
Owner .....William J. Wagner
Station Manager .....Bruce Cruikshank
Chief Engineer .....Charles Young

# HAWAII

# KHBC

## HILO—1936—CBS-HBS

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By.....Hawaiian Bcstg. System
Business Address.....P. O. Box 1476
Phone Number .....4616-7
Studio-Transmitter Location .....Piihonua
Air Time.....6 a.m.-11 p.m.
News Service .....UP
Transcription Service.....World, Standard
Representative.....Free & Peters
Pres., Gen. Mgr.....J. Howard Worrell
Sta. Mgr., Prog.-Prod. Dir...C. Tracy Thrumston
Comm.-Sales Prom. Mgr.....Denzil W. Rose
Chief Engineer.....C. Lynn Rhoads

# KIPA

## HILO—1947—MBS-DON LEE

Frequency: 1110 Kc.....Power: 1,000 Watts
Owned-Oper. By....Big Island Bcstg. Co., Ltd.
Business-Studio Address .....
140 Haili St., P. O. Box 1602
Phone Number .....2177-8
Transmitter Location.....4.5 mi. W. of Hilo
Air Time .....6 a.m.-11:05 p.m.
News Service .....UP
Transcription Service .....Lang-Worth
Representative .....Aloha Network
General-Station Manager.....James E. Jaeger
Sales Manager .....Hardy Hutchinson
Chief Engineer .....H. L. Marques

# KGMB

## HONOLULU—1929—CBS-HBS

Frequency: 590 Kc.....Power: 5000 Watts
Owned-Oper. By....Hawaiian Bcstg. System, Ltd.
Bus.-Studio-Transmitter Address.....1534 Kapiolani Blvd.
Phone Number .....9-0914
Air Time .....Unlimited
News Service .....UP
Transcription Service.....World, Standard
Representative.....Free & Peters
Pres., General Mgr.....J. Howard Worrall

Station-Comm. Mgr.....E. Fitz Donnell, Jr.
Sales Prom. Manager.....Faye Johnson
Program Director.....Louis T. Dwyer
Chief Engineer.....Ernest G. Lindemann

# KGU

## HONOLULU—1922—NBC

Frequency: 760Kc.....Power: 2,500 Watts
Owned-Operated By..Advertiser Pub. Co., Ltd.
Address .....P. O. Box 3110
Phone Number .....2311
News Service .....UP
Transcription Service .....Thesaurus
Air Time .....6:15 a.m.-11 p.m.
Representative .....The Katz Agency
Pres.-Exec.-Gen. Mgr.....Lorrin P. Thurston
Station Manager-Chief Engr.....M. A. Mulrony

# KHON

## HONOLULU—1946—MBS-DON LEE-ALOHA NETWORK

Frequency: 1380 Kc.....Power: 5,000 Watts
Owned-Operated By....Aloha Bcstg. Co., Ltd.
Business Address .....P. O. Box 1380
Phone Number.....95295
Transmitter-Studio Location .....
1810 Makanoe Lane
Air Time .....6 a.m.-11:30 p.m.
News Service .....UP
Transcription Service .....
Lang-Worth, Capitol, Standard, MacGregor
Representative .....John Blair
Membership .....NAB
President .....R. M. Fitkin
Station Manager.....A. H. Green
Commercial Manager .....L. Roy Turner
Program Director .....Ken McCoy
Chief Engineer.....Ira G. Mercer

# KPOA

## HONOLULU—1946

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Operated By.....Island Bcstg. Co.
Business-Studio Address..1330 S. Beretania St.
Phone Number .....9-5281
Transmitter Location.....Kapiolani & Date Sts.
Air Time .....Unlimited
News Service .....INS
Transcription Service .....Lang-Worth
Representative.....George P. Hollingbery
Membership .....NAB
Chief Execs.....J. Elroy McCaw,
John D. Keating
General-Station Mgr.....John D. Keating
Commercial Manager.....Marion Sexton
Sales Prom. Manager.....John Connolly
Program-Production Dir.....Hal Lewis
Publicity Director.....Bob Hazeleaf
Musical Director.....Verne Rosen
Chief Engineer.....James R. Bird

# KULA

## HONOLULU—1947—ABC

Frequency: 690 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Pacific Frontier Bcstg. Co., Ltd.
Bus.-Studio Address.....1585 Kapiolani Blvd.
Phone Number .....9-0926
Transmitter Location..Waialae, Kalanianaole Hwy.
Air Time.....6 a.m.-M.
News Service .....UP
Transcription Service .....Capitol
Representative .....Avery-Knodel
Membership .....NAB
President.....Harold T. Kay
Gen.-Comm. Manager.....Jack A. Burnett
Production Director.....Jim Walker
Publicity Director.....Frank Valenti

# KTOH

## LIHUE-KAUAI—1940 MBS-DON LEE-ALOHA

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By....Garden Island Publ., Ltd.
Bus.-Studio-Transmitter Location..Lihue, Kauai
Phone Number.....Kauai 261, 361
Air Time .....Unlimited
News Service .....UP
Transcription Service.....Capitol, Standard
Representative .....John Blair
Membership .....NAB
General Manager.....Charles J. Fern
Station Manager.....Clarence M. Ashman
Commercial Manager.....Dwight Mossman
Program Director.....Raymond K. Sasaki
Chief Engineer.....Katashi Nose

# KMVI

## WAILUKU-MAUI—1946 MBS-ALOHA

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Maui Publ. Co., Ltd.
Business Address.....Box 374
Phone Number.....Wailuku 996
Studio-Transmitter Location..Kaahumanu Ave.
Air Time .....Unlimited
News Service .....UP
Transcription Service..Lang-Worth, Standard, Cole
Representative .....John Blair
Membership .....NAB
President.....J. Walter Cameron
General Manager.....Ezra J. Crane
Sta. Mgr., Prog. Dir.....Richard E. Mawson
Comm.-Sales Prom. Mgr.....Charles C. Young
Publicity Director.....Marshall J. King
Chief Engineer.....Herbert L. Foster

# PUERTO RICO

## WCMN
### ARECIBO—1947

Frequency: 1280 Kc. .....Power: 1,000 Watts
Owned-Operated By...Caribbean Bcstg. Corp.
Business Address .....P. O. Box 755
Phone Number .....589
President.....Aristides Santoni Oliver
General Manager.....Nabal Barreto
Chief Engineer.....Jose Soler

## WKVM
### ARECIBO—1945

Frequency: 1070 Kc.....Power: 10,000 Wats
Owned-Operated By .....
American Colonial Bcstg. Corp.
Address .....P. O. Box 772
Phone Number .....463
Pres.-Gen. Mgr.-Chief Engr...Ralph Perez Perry
Commercial Manager.....Cuca Llop Colon
Program Director .....Francisco L. Inserni
Promotion Manager.....Felix Benet Velez

## WRIA
### CAGUAS

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By .....
Inter-American Radio Corp.
Business Address .....P. O. Box 487
Phone Number .....678
Studio Address.....Corchado Street
Transmitter Location...Rio Piedras-Caguas Rd.
Air Time.....15 hrs. wk. d.; 16 hrs. Sun.
President .....Eduardo Biascoechea
Gen.-Station Manager.....Jose A. Gautier
Commercial Manager.....Leo P. Gautier
Program Dir.-Production Dir.....Alicia Moreda
Chief Engineer .....Jose Gotay

## WVJP
### CAGUAS—1947

Frequency: 1110 Kc.....Power: 250 Watts
Operated By.....Borinquen Bcstg. Co.
Business Address .....Box 207
Phone Numbers .....789 & 790
Studio Address..Calle Ruiz Belvis esq. Acosta
Transmitter Location: Kil. O Hec. 5—Road No. 5
Air Time.....17 hrs. daily
News Service .....AP
Transcription Service.....World
Membership ..... NAB
President .....Francisco Pereira
General Manager.....Hector Pereira
Station Manager .....Federico E. Virella
Commercial Manager.....Jorge Luis Arzuaga
Sales Promotion Mgrs...Jorge Luis Arzuaga &
Federico E. Virella
Program Director.....Ramon Mojica Sola
Production Director.....Federico E. Virella
Publicity Directors.....Federico E. Virella &
Hector Pereira
Chief Engineer .....Pedro Luis Jimenez

## WMDD
### FAJARDO—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Madrazo & Diaz
Business Address .....
Munoz Rivero esq. Barcelo, P. O. Box 187
Phone Number .....132
General Manager.....Andrew S. Sweet
Program Director .....Reinaldo Moreira
Chief Engineer .....Carmelo Soto

## WXRF
### GUAYAMA—1948

Frequency: 1590 Kc.....Power: 1,000 Watts
Owned-Operated By.....Rafael Fuster
Business Address .....Hostos St. #42
Phone Number .....243
President .....Rafael Fuster
General Manager.....Charles L. Cordero
Commercial Manager .....Raul Acostarubio
Program Director .....Jose Colon
Chief Engineer...Timoteo Rodriquez Quinones

## WENA
### BAYAMON—1947

Frequency: 1560 Kc.....Power: 250 Watts
Owned-Operated By.....Ramon Agudo
Business Address.....Box 157
Phone Number.....Bayamon 161
Studio Address.....Barbosa St.
Transmitter Location.....Cataño-Bayamon Rd.
Air Time.....7 a.m.-11 p.m.
General Manager....Domingo Diaz Alejandro
Chief Engineer.....Juan A. Arias

## WAEL
### MAYAGUEZ—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Mario Acosta
Business Address .....Once de Agosta 82

# WECW

## MAYAGUEZ—1947

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By..Electronic Corp. of P. R.
Address .....Box 791

# WKJB

## MAYAGUEZ—1946

Frequency: 710 Kc.....Power: 1000 Watts d.; 500 Watts n.
Owned-Operated By.....Jose A. Bechara, Jr.
Business Address.....Box 1293
Phone Number .....983
Studio Address.....59 Minerva St.
Transmitter Location.....Guanajibo Ave., Route 37
Air Time.....6 a.m.-M.
News Service .....AP
Representative .....Clark-Wandless
President, General Mgr....Jose A. Bechara, Jr.
Station Manager.....Rafael Izquierdo
Comm. Mgr.....Jaime Sanjurjo Piris
Sales Prom. Mgr., Prog. Dir.....Arturo Cortez
Prod.-Pub. Director.....Alberto Basora
Chief Announcer.....Rafael Colon Diaz
Musical Director.....Moises Pagan
Chief Engineer.....Henry Fischback
Farm Editor.....Ivan Lefrank

# WORA

## MAYAGUEZ—1947

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Americas Corp.
Business Address.....P. O. Box 43
Phone Number .....1150-1
Studio Address.....1150 Guanajibo Ave.
Transmitter Location.....Off Guanajibo Ave.
News Service .....AP
Transcription Service.....Martinez Vela
Representative .....Melchor Guzman
Membership .....NAB
President,
Gen. Mgr.....Maj. Alfred R. de Arellano, Jr.
Station Mgr.....Reinaldo Dupont
Commercial Mgr.....Mrs. Jose Moran
Sales Prom. Manager.....Nestor Figarella
Prog.-Prod. Dir.....Ernesto Graziani
Publicity Director.....Publicidad Exelsior
Chief Announcer, Musical Dir...German Velez
Chief Engineer.....Mark Vega

# WPRA

## MAYAGUEZ—1937

Frequency: 990 Kc.....Power: 10,000 Watts
Owned-Operated By.....Porto Rico Adv. Co.
Address .....Box 869
Phone Number .....269
Representative .....Continenal
President-Gen. Mgr. .....Andres Camara
Commercial Manager.....Virginia DiCristina
Program Director.....Pedro Ojeda
Promotion Manager.....Esteban Rosado Balz
Chief Engineer .....Luis E. Freyre

# WPAB

## PONCE—1939

Frequency: 1370 Kc.....Power: 5,000 Watts
Owned-Operated By.....
Portorican American Bcstg. Co., Inc.
Business-Studio Address.....17 Leon St.
Phone Number .....783
News Service .....AP
General Manager.....A. Gimenez Aguayo

# WPRP

## PONCE—1936

Frequency: 910 Kc.....Power: 5000 Watts
Owned-Oper. By....Voice of Puerto Rico, Inc.
Business Address.....Box 430
Phone Number .....1015
Studio Address.....Guadalupe & Salud
Transmitter Location.....Las Cucharas
Air Time .....Unlimited
Transcription Service .....Lang-Worth
Membership .....NAB
President .....Andres Grillasca
General Manager.....Ramon Montaner
Program Director.....Jose E. Franco
Chief Engineer.....José Arzuaga

# WAPA

## SAN JUAN—1947—ABC-MBS

Frequency: 680 Kc.....Power: 10,000 Watts
Owned-Oper. By.....José Ramón Quiñones
Bus.-Studio Address..357 Ponce de León Ave., P. O. Box 4563
Phone Number.....2-1448, 2-4271
Transmitter Location .....Guaynabo
Air Time .....6 a.m.-11 p.m.
Transcription Service .....Thesaurus
Representative.....Paul H. Raymer
Membership .....NAB
Owner.....José Ramón Quiñones
General Manager.....Harwood Hull, Jr.
Commercial Manager...Segismundo Quiñones
Program Director.....Santiago García
Production Director.....Laura Sanabria
Publicity Dir.....José Arnaldo Meyners
Musical Director.....Félix Santiago
Studio Engineer.....Héctor A. Moll
Chief Engineer.....José A. Fernández
Farm Editor.....Guillermo Atiles García

*(See Page 692)*

BUSINESS SECTION OF SAN JUAN, PUERTO RICO


# WAPA

IS

# FIRST

IN

# PUERTO RICO

## YOUR $300,000,000 MARKET IN THE CARIBBEAN

**WAPA** "The Voice of the Caribbean"
10,000 Watts — 680 Kc.
San Juan, P. R.

PAUL H. RAYMER
Representative

HARWOOD HULL, JR.
General Manager

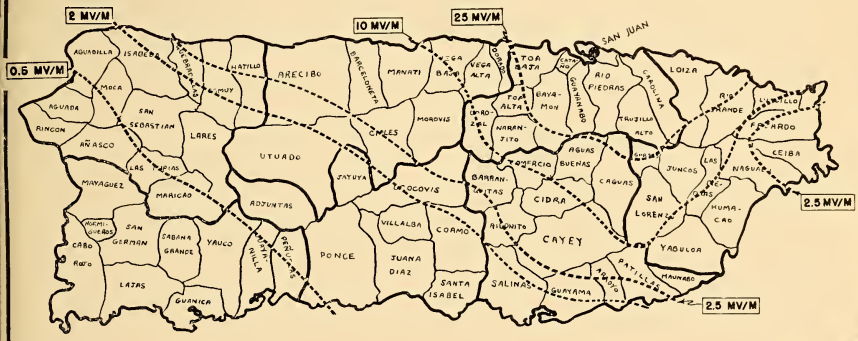
# Puerto Rico-"Rich Port"

Puerto Rico—Rich Port—is one of the most important markets of Uncle Sam with over 2,000,000 American citizens who consumes more continental made goods per capita* than any other market.

Puerto Ricans also have money to spend. The Island exported in 1947 $96.00 per capita. And in the years to come, with hundreds of new industries, free of taxation for 12 years, there will be more money to spend in luxuries and everyday goods made in Continental U. S. A.

Since 1941 WIAC of San Juan—First on all Puerto Rico dials, 5,000 watts, 580 kcs.—has acquired knowledge and experience which, with RCA equipment throughout, provides Top Entertainment, Top Coverage** and gives Top Service.

* 1947 imports per capita $156.00—wholesale.
** MAP—William N. Greer.




# WIAC

**First on all Puerto Rico Dials — 5000 Watts, 580 Kcs.**

**SAN JUAN — PUERTO RICO, U. S. A.**

*Exclusive Advertising Representatives in Continental U. S. A. and Canada:*

**MELCHOR GUZMAN COMPANY, INC.**

45 Rockefeller Plaza — New York 20, New York

Circle 7-0624

## RADIO STATION WIBS

VOICE OF THE TROPICS

## SAN JUAN, PUERTO RICO

BOX 4809 — TELEPHONE 2-1558

STUDIOS AND OFFICES:

1105 FDEZ. JUNCOS AVE. — STOP 17

10,000 WATTS — 740 KILOCYCLES

FULL COVERAGE — DIRECTIONAL ANTENNA

NEWS COMMENTATOR —— PRODUCER —— ANNOUNCER

## EMILY AULL

Transradio Press News—WNEL—1942
Musical America—WNEL—1943 and 1944
International Highlights—WNEL—1943 and 1944
Moonlight Serenade—WAPA—1948

Melody Time—WIAC—1944
Associated Press News—WIAC—1944 and 1945
Musical America—WIAC—1945 and 1946
About Town—WAPA—1948

Preludio—WIAC—1946
Starlight—WIAC—1947 and 1948
Unity Viewpoint—WAPA—1947
Sunset—WIBS—1947 and 1948

P. O. Box 4528
SAN JUAN, PUERTO RICO

# WEMB

## SAN JUAN—1948

Frequency: 1320 Kc.....Power: 5,000 Watts
Owned-Operated By.....El Mundo Bcstg. Co.
Address .....Box 1072
Phone Number .....2-2000
News Service .....UP
Transcription Service .....World, Associated
Representative .....Inter-American
Pres.-Gen. Mgr. .....A. Ramos

# WIAC

## SAN JUAN—1942

Frequency: 580 Kc.....Power: 5,000 Watts
Owned-Operated By.Radio Station WIAC, Inc.
Business Address.....Box 4504
Phone Number .....2-0014
Studios & Offices .....
.....Ponce de Leon 654, Santurce, P.R.
Transmitter Location.....Isla Verde Road
Air Time.....6 a.m.-12 M.
News Service .....AP
Transcription Service ..... Standard
Membership .....NAB
President .....Mrs. Enrique Abarca
General Manager.....Tomas Muniz
Commercial Manager.....Enrique Abarca
Program Director.....Eli (Buck) Canel
Program Manager.....Francisco Rodriguez
Chief Engineer .....Alfonso Sanchez

*(See Page 693)*

# WITA

## SAN JUAN—1948

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By....Electronic Enterprises, Inc.
Business Address.....P. O. Box 3726
Phone Number .....2-4756
Studio Address.....Edificio "New York", Stop 16½
Transmitter Location.....Villa Caparra
Air Time .....Unlimited
Membership .....PRAB
President.....V. H. Meador
General Manager.....José Ferreras
Program Dir.....Waldemar Pillot Picón
Chief Announcer.....Fernando Q. Velazquez
Chief Engineer.....Roberto Rodriguez
Hollywood Editor.....Gloria Medor

# WKAQ

## SAN JUAN—1922—CBS

Frequency: 620 Kc.....Power: 5000 Watts
Owned By.....International Telephone & Telegraph Corp.
Operated By.....Radio Corp. of Porto Rico
Business Address.....Box 3746
Phone Number .....2-2023
Studio Address.....1261 Ponce de Leon Ave.
Transmitter Location.....Sabana Llana
Air Time .....Unlimited
News Service .....AP
Transcription Service .....Associated
Representative .....Clark Wandless
Membership .....NAB
President.....Andrew W. Cruse
Gen.-Sta.-Sales Prom. Mgr.....John A. Zerbe
Commercial Manager.....Jose C. Irizarry
Program Director.....Serafin Montero
Production Director.....Manuel Ochoa
Chief Announcer.....Jose G. Morales
Musical Dir.....Ignacio Guerrero Noble
Chief Engineer.....Paul A. Girard

# WNEL

## SAN JUAN—1934—NBC

Frequency: 860 Kc.....Power: 5000 Watts
Owned-Oper. By.....Station WNEL Corp.
Bus. Address..New studio under construction at 960 Ponce de Leon, Santurce; Present address Brau St. 258, San Juan
Phone Number.....2-1300, 2-1309
Studio Address.....258 Brau St.
Transmitter Location.....Green Island
Air Time.....6:45 a.m.-11:30 p.m.
News Service .....INS
Representative....Own office, 820 Park Ave., telephone RH 4-4352
Membership .....NAB
President, General Manager.....Juan Pizá
Station Manager.....Camilo Fraticelli
Commercial Manager.....Rodulfo Blanco
Sales Prom. Mgr.....Roberto Bocanegra
Program Director.....Blanca A. Rivero
Production Dir.....Guillermo Ortega
Publicity Dir.....Publicidad Badillo, Inc.
Chief Announcer.....Luis Enrique Marrero
Musical Director.....Esther Torruellas
Chief Engineer.....Robert L. Petersen
Farm Editor.....Raul Acevedo

# WIBS

## SANTURCE—1947

Frequency: 740 Kc.....Power: 10,000 Watts
Owned-Operated By.....Jose E. del Valle
Address .....4809
Phone Number .....21-558
Owner .....Jose del Valle

# RADIO

## *INSTANTLY* — IT SERVES *ALL* OUR PEOPLE!

In Nanaimo or Noranda, in Toronto or Truro . . . from coast to coast, from the U. S. border to the rugged northlands, Radio is conquering distance . . . and playing an indispensable part in the daily life of more and more Canadian homes.

A world of entertainment is brought to millions each day by more than 130 publicly and privately-owned radio stations serving Canadians! *And the giant stride is being further lengthened, as the new province of Newfoundland adds its group of broadcasting stations.*

Financier and fisherman, professor and postman, farmer and forester, listeners of every kind and creed can select and enjoy a great variety of outstanding radio fare . . . music . . . drama . . . news . . . sports. Canadian Radio entertains . . . it informs . . . it *sells* . . . it makes news and reports news, frequently from its source . . . and instantly delivers its message to every corner of the country.

Constantly improving and expanding, the three CBC networks—*Trans-Canada, Dominion and French*—present a diversified schedule of the finest programs—combined with effective sales messages.

CBC RADIO CANADA

**CANADIAN BROADCASTING CORPORATION**

354 Jarvis St.
Toronto 5, Ontario

1231 St. Catherine St., W.
Montreal 25, Quebec

# CANADA

*Stations*

•

*C B C*

•

*C A B*

•

*Alphabetical Index*
*By Call Letters*

•

*Networks*

# CANADIAN
## Broadcasting Corporation

### OFFICES

Head Office—Victoria Bldg., 140 Wellington St., Ottawa, Ont.
National Program Office—354 Jarvis St., Toronto 5, Ont.
Engineering Division—Keefer Bldg., 1440 St. Catherine St., W., Montreal, Que.
1231 St. Catherine St., W., Montreal, Que.
1236 Crescent St., Montreal, Que.

### EXECUTIVES and STAFF

•

### *Board of Governors*

A. Davidson Dunton, Ottawa, Ont., Chairman
Rene Morin, Montreal, Que., Vice-Chairman
Howard B. Chase, Montreal, Que.
Mrs. T. W. Sutherland, Revelstoke, B. C.
F. J. Crawford, Toronto, Ont.
Dean Adrien Pouliot, Laval University, Que.
Dr. G. Douglas Steel, Charlottetown, P.E.I.
John J. Bowlen, Calgary, Alta.
(H. M. Palmer, secretary, 140 Wellington St., Ottawa, Ont.)
(one vacancy)

### *Head Office*

Victoria Bldg., 140 Wellington St., Ottawa, Ont.

Dr. Augustin Frigon, General Manager (also Keefer Bldg., 1440 St. Catherine St. W., Montreal, Que.)
Donald Manson, Assistant General Manager
R. P. Landry, Director of Personnel and Administrative Services
G. W. Richardson, Assistant Director of Personnel and Administrative Services
K. M. Kelly, Supervisor of Personnel and Welfare
Marcel Carter, Supervisor of Administrative Services
A. E. Tetu, Chief of Records
V. F. Segee, Editor, "RADIO" (CBC Staff Magazine) (354 Jarvis Street, Toronto 5, Ont.)
H. Bramah, Treasurer
S. Schnobb, Assistant to Treasurer
W. R. Mortimer, Supervisor of Expenditures
F. W. Savignac, Assistant to Executive-Legal
H. M. Palmer, Executive Assistant and Secretary to Board of Governors

### *Commercial Division*

354 Jarvis St., Toronto 5, Ont.

E. A. Weir, Commercial Manager
W. E. Powell, Assistant Commercial Manager
W. R. Johnston, Supervisor of Acceptance and Production
T. T. Odell, Sales Representative
L. E. Pegg, Sales Representative
Arthur Barr, Sales and Commercial Traffic
H. F. Chevrier, Coverage Statistics

### *National Program Office*

354 Jarvis St., Toronto 5, Ont.

Ernest L. Bushnell, Director-General of Programs
Charles Jennings, General Supervisor of Programs
Harry J. Boyle, Program Director Trans-Canada Network
H. G. Walker, Manager, Dominion Network
Andrew Allan, Supervisor of Drama
W. H. Brodie, Supervisor of Broadcast Language
D. Claringbull, Manager, Personnel and Administrative Services
W. J. Dunlop, Special Assistant, Religious and Institutional Broadcasts
Mary Grannan, Children's Broadcasts
H. E. S. Hamilton, Technical Liaison Officer (Engineering Division)
H. Hilliard, Supervising Engineer (Toronto Area)
E. W. Jackson, Traffic Manager
J. M. Kannawin, Supervisor of Presentation
R. S. Lambert, Supervisor of School Broadcasts
Elizabeth D. Long, Women's Interests
J. N. Mogridge, Supervisor of Program Clearance
D. C. McArthur, Chief News Editor
Neil M. Morrison, Supervisor of Talks and Public Affairs
Fergus Mutrie, Supervisor of Farm Broadcasts
H. Z. Palmer, Program Administrative Officer
A. E. Powley, News Features Editor
J. Frank Willis, Supervisor of Feature Broadcasts

# CANADIAN
## Association of Broadcasters

### OFFICES

Head Office—108 Sparks St., Ottawa, Ont.
Phone: 34036

Branch Office—2100 Victory Bldg., Toronto, Ont.

### Officers

Manager ..... T. J. Allard

Secretary-Treasurer ..... T. Arthur Evans

Dir. Adv. & Station Services ..... Patrick Freeman

General Counsel ..... Joseph Sedgwick

Chairman of the Board ..... G. R. A. Rice

Honorary President (Montreal) ..... Phil Lalonde

### Directors

A. A. Murphy, Saskatoon; Ralph Snelgrove, Owen Sound; J. N. Thivierge, Quebec; Phil Lalonde, Montreal; Malcolm Neill, Fredericton; Fred Lynds, Moncton; Harry Sedgwick, Toronto; Paul Le Page, Quebec; George Chandler, Vancouver; William Guild, Lethbridge.

### Functions

The Canadian Association of Broadcasters is a voluntary trade organization of 89 privately owned (independent) broadcasting stations in Canada.

# You get effective listenership over Canada's private radio stations

Canada's more than twelve million people are buying goods and services at a record rate.

Whatever you have to sell to the rich Canadian market, you will be ahead if you make use of Canada's privately-owned radio stations: they dominate effective listenership in their territories, everywhere in Canada.

You will be ahead also because of the merchandising cooperation you get from these private stations: they take pains to further their clients' commercial interests. Their programming and their services are closely in accord with the tastes and wants of their local audiences.

Don't neglect Canada's buying power! The Canadian Association of Broadcasters has facilities to help you get sales data on Canada, or on any part of Canada. We can give you complete facts on how radio can best serve your Canadian operation. Please call on us.

CANADIAN ASSOCIATION OF BROADCASTERS
C A B

## Canadian Association of Broadcasters

108 Sparks Street, Ottawa

37 Bloor St., West, Toronto

# STATIONS OF CANADA

*The following list of stations is arranged in call letter alphabetical order giving page number for complete station data.*

| Call Letters | City | See Page |
|---|---|---|
| CBA | Sackville, N. B. | 708 |
| CBF | Montreal, Que. | 719 |
| CBH | Halifax, N. S. | 708 |
| CBI | Sydney, N. S. | 709 |
| CBJ | Chicoutimi, Que. | 718 |
| CBK | Watrous, Sask. | 723 |
| CBL | Toronto, Ont. | 717 |
| CBM | Montreal, Que. | 719 |
| CBO | Ottawa, Ont. | 713 |
| CBR | Vancouver, B. C. | 705 |
| CBV | Quebec City, Que. | 720 |
| CBW | Winnipeg, Man. | 706 |
| CBX | Edmonton, Alta. | 702 |
| CFAB | Windsor, N. S. | 709 |
| CFAC | Calgary, Alta. | 702 |
| CFAR | Flin Flon, Man. | 706 |
| CFBC | Saint John, N. B. | 708 |
| CFCF | Montreal, Que. | 719 |
| CFCH | North Bay, Ont. | 712 |
| CFCN | Calgary, Alta. | 702 |
| CFCO | Chatham, Ont. | 710 |
| CFCY | Charlottetown, P. E. I. | 718 |
| CFGP | Grande Prairie, Alta. | 703 |
| CFJC | Kamloops, B. C. | 703 |
| CFJM | Brockville, Ont. | 710 |
| CFJP | Riviere-Du-Loup, Que. | 721 |
| CFNB | Fredericton, N. B. | 707 |
| CFOR | Orilla, Ont. | 712 |
| CFOS | Owen Sound, Ont. | 713 |
| CFPA | Port Arthur, Ont. | 714 |
| CFPL | London, Ont. | 712 |
| CFPR | Prince Rupert, B. C. | 704 |
| CFQC | Saskatoon, Sask. | 723 |
| CFRA | Ottawa, Ont. | 713 |
| CFRB | Toronto, Ont. | 717 |
| CFRN | Edmonton, Alta. | 702 |
| CHAB | Moose Jaw, Sask. | 721 |
| CHAD | Amos, Que. | 718 |
| CHAT | Medicine Hat, Alta. | 703 |
| CHEF | Granby, Que. | 719 |
| CHEX | Peterborough, Ont. | 714 |
| CHLN | Three Rivers, Que. | 721 |
| CHLO | St. Thomas, Ont. | 714 |
| CHLP | Montreal, Que. | 719 |
| CHLT | Sherbrooke, Que. | 721 |
| CHML | Hamilton, Ont. | 711 |
| CHNC | New Carlisle, Que. | 720 |
| CHNO | Sudbury, Ont. | 715 |
| CHNS | Halifax, N. S. | 708 |
| CHOK | Sarnia, Ont. | 714 |
| CHOV | Pembroke, Ont. | 713 |
| CHRC | Quebec City, Que. | 720 |
| CHSJ | Saint John, N. B. | 708 |
| CHUM | Toronto, Ont. | 717 |
| CHVC | Niagara Falls, Ont. | 712 |
| CHWK | Chilliwack, B. C. | 703 |
| CJAD | Montreal, Que. | 720 |
| CJAT | Trail, B. C. | 704 |
| CJAV | Port Alberni, B. C. | 704 |
| CJBC | Toronto, Ont. | 717 |
| CJBQ | Belleville, Ont. | 710 |
| CJBR | Rimouski, Que. | 721 |
| CJCA | Edmonton, Alta. | 702 |
| CJCB | Sydney, N. S. | 709 |
| CJCH | Halifax, N. S. | 709 |
| CJCJ | Calgary, Alta. | 702 |
| CJCS | Stratford, Ont. | 714 |
| CJDC | Dawson Creek, B. C. | 703 |
| CJEM | Edmundston, N. B. | 707 |
| CJFX | Antigonish, N. S. | 708 |
| CJGX | Yorktown, Sask. | 723 |
| CJIB | Vernon, B. C. | 705 |
| CJIC | Sault St. Marie, Ont. | 714 |
| CJKL | Kirkland Lake, Ont. | 712 |
| CJLS | Yarmouth, N. S. | 710 |
| CJNB | North Battleford, Sask. | 722 |
| CJOB | Winnipeg, Man. | 707 |
| CJOC | Lethbridge, Alta. | 703 |
| CJOR | Vancouver, B. C. | 705 |
| CJOY | Guelph, Ont. | 711 |
| CJRL | Kenora, Ont. | 711 |
| CJRW | Summerside, P. E. I. | 718 |
| CJSO | Sorel, Que. | 721 |
| CJVI | Victoria, B. C. | 705 |
| CKAC | Montreal, Que. | 720 |
| CKBI | Prince Albert, Sask. | 722 |
| CKBL | Matane, Que. | 719 |
| CKBW | Bridgewater, N. S. | 708 |
| CKCH | Hull, Que. | 719 |
| CKCK | Regina, Sask. | 722 |
| CKCL | Truro, N. S. | 709 |
| CKCO | Ottawa, Ont. | 713 |
| CKCR | Kitchner, Ont. | 712 |
| CKCV | Quebec City, Que. | 720 |
| CKCW | Moncton, N. B. | 707 |
| CKDO | Oshawa, Ont. | 713 |
| CKEN | Kentville, N. S. | 709 |
| CKEY | Toronto, Ont. | 717 |
| CKFI | Fort Frances, Ont. | 711 |
| CKGB | Timmins, Ont. | 715 |
| CKLN | Nelson, B. C. | 704 |
| CKLW | Windsor, Ont. | 717 |
| CKMO | Vancouver, B. C. | 705 |
| CKNB | Campbellton, N. B. | 707 |
| CKNW | New Westminster, B. C. | 704 |
| CKNX | Wingham, Ont. | 717 |
| CKOC | Hamilton, Ont. | 711 |
| CKOV | Kelowna, B. C. | 704 |
| CKOX | Woodstock, Ont. | 718 |
| CKPC | Brantford, Ont. | 710 |
| CKPG | Prince George, B. C. | 704 |
| CKPR | Fort William, Ont. | 711 |
| CKRC | Winnipeg, Man. | 707 |
| CKRM | Regina, Sask. | 722 |
| CKRN | Rouyn, Que. | 721 |
| CKRS | Jonquire, Que. | 719 |
| CKSB | St. Boniface, Man. | 706 |
| CKSE | Cornwall, Ont. | 710 |
| CKSO | Sudbury, Ont. | 715 |
| CKTB | St. Catherines, Ont. | 714 |
| CKTS | Sherbrooke, Que. | 721 |
| CKVD | Val D'Or, Que. | 722 |
| CKVL | Verdun, Que. | 722 |
| CKWS | Kingston, Ont. | 711 |
| CKWX | Vancouver, B. C. | 705 |
| CKX | Brandon, Man. | 706 |

# ALBERTA

## CFAC

### CALGARY—1922
### TRANS-CANADA-FOOTHILLS

Freqeuncy: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Calgary Bcstg. Co.
Bus.-Studio Address.....1000 Southam Bldg.
Phone Number.....Renfrew 1036
Transmitter Location.....Midnapore, Alta.
Air Time .....Unlimited
News Service.....PN, BUP
Transcription Service.....Thesaurus, World, Associated
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....H. R. Carson
General Manager.....A. M. Cairns
Commercial Manager.....F. R. Shaw
Publicity Director.....W. L. Sutton
Chief Engineer.....E. C. Connor

## CFCN

### CALGARY—1922—CBC-DOMINION

Frequency: 1060 Kc.....Power: 10,000 Watts
Owned-Oper. By..The Voice of the Prairie, Ltd.
Bus.-Studio Address....Toronto General Trusts Bldg.
Phone Number.....Main 1161
Transmitter Location.....9 Mi. S. of Calgary
Air Time.....6:30 a.m.-M.
News Service.....PN, BUP
Transcription Service...Standard, Lang-Worth, UTS
Representative.....Radio Representatives, Adam J. Young, Jr.
Membership .....CAB, BBM
President, General Mgr.....H. G. Love
Commercial Manager.....E. H. McGuire
Program Director.....James A. Love
Publicity Director.....G. L. Carter
Chief Engineer.....Robert Lamb

## CJCJ

### CALGARY—1927—CBC-ALBERTA

Frequency: 1140 Kc.....Power: 1000 Watts
Owned-Oper. By.....The Albertan Publishing Co., Ltd.
Address .....Victory Bldg.
Phone Number.....Main 9966
Transmitter Location.....Grandview Hts.
Air Time.....18 Hrs.
Representative .....Alexander, McGillvra
Transcription Service .....SESAC
News Service .....BUP
Membership .....CAB
President.....G. M. Bell
Manager..... .....D. H. MacKay

## CBX

### EDMONTON—1948
### TRANS-CANADA

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....MacDonald Hotel
Air Time .....Unlimited
News Service.....PN, BUP, Reuters
President (CBC).....Dr. Augustine Frigon
Manager.....D. E. Cameron

## CFRN

### EDMONTON—1934
### CBC-DOMINION

Frequency: 1260 Kc.....Power: 5000 Watts
Owned-Operated By.....Sunwapta Bcstg. Co.
Business-Studio Address.....109 CPR Bldg.
Phone Number .....22101
Transmitter Location...Jasper Hway., 6 Mi. W. of Edmonton
Air Time.....6:30 a.m.-M.
News Service.....BUP, PN
Transcription Service...Lang-Worth, Standard, UTS
Representative .....Radio Representatives, Adam J. Young, Jr.
Membership .....CAB, BBM
Pres., General-Station Mgr.....G. R. A. Rice
Asst.-Comm. Mgr.....A. J. Hopps
Bcst. Mgr., Prog. Dir.....G. A. Duffield
Publicity Director.....F. J. Herman
Prod.-Musical Director.....M. M. Forbes
Chief Engineer.....F. G. A. Makepeace

## CJCA

### EDMONTON—1922
### TRANS-CANADA-CBC-FOOTHILLS

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Oper. By....Edmonton Bcstg. Co., Ltd.
Bus.-Studio Address.....452 Birks Bldg.
Phone Number .....26131
Transmitter Location .....Ellerslie
Air Time .....Unlimited
News Service .....CP
Transcription Service.....World, Thesaurus, Standard
Representative .....All-Canada, Weed
Membership .....CAB
Station Manager.....Gerry Gaetz
Assistant Manager.....R. L. Barnes
Program Director.....Dalt Elton
Prod. Dir.....Doug Homersham
Chief Engineer.....Frank Hollingworth

## CFGP

### GRANDE PRAIRIE—1937
### CBC-TRANS-CANADA

Frequency: 1050 Kc.....Power: 1000 Watts
Owned By.....Northern Bcstg. Corp., Ltd.
Bus.-Studio Address.....9901 Richmond Ave.
Phone Number.....Private Exchange No. 109
Transmitter Location.....Clairmont Hway.
Air Time.....7 a.m.-M.
News Service .....CP
Transcription Service.....Thesaurus, Cole, SESAC
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....J. E. Thomson
General-Station Mgr.....Arthur J. Balfour
Commercial Manager.....Jack E. Soars
Program Director.....John Wilson
Publicity Director.....Kay Anderson
Chief Engineer.....D. J. McKinnon

## CJOC

### LETHBRIDGE—1926
### TRANS-CANADA-CBC

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Lethbridge Bcstg., Ltd.
Address.....Marquis Hotel Bldg.
Phone Number .....3161
Transmitter Location.....Broxburn, Alberta
Air Time .....Unlimited
News Service .....PN
Transcription Service...Thesaurus, Lang-Worth
Representative .....Weed, All-Canada
Membership .....CAB, BBM
Pres., General Mgr.....H. R. Carson
Station Manager.....William M. Guild
Commercial Manager.....Cameron A. Perry
Prog. Manager.....George A. Brown
Pub. Director.....K. Grant
Chief Engineer.....Robert A. Reagh

## CHAT

### MEDICINE HAT—1946
### CBC-DOMINION

Frequency: 1270 Kc.....Power: 1000 Watts
Owned-Oper. By.....Monarch Bcstg. Co., Ltd.
Business-Studio Address.....520 First St.
Phone Number .....2821-2-3
Transmitter Location.....Royial, Alberta
Air Time.....6:30 a.m.-11:30 p.m.
News Service .....BUP
Transcription Service .....Standard
Representative .....All-Canada, Weed
Membership .....CAB
President.....J. H. Yuill
Station-Commercial Mgr.....R. J. Buss
Program Director.....Bart Brown
Prom. Mgr.....Orville Cope
Chief Engineer.....Ian Carson

# —BRITISH COLUMBIA—

## CHWK

### CHILLIWACK—1927
### DOMINION-TRANS-CANADA

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By....Fraser Valley Bcstrs., Ltd.
Business-Studio Address.....50 Yale Rd. E.
Phone Number .....7511-21
Transmitter Location.....Prest Rd.
Air Time.....7 a.m.-11:30 p.m.
Transcription Service.....UTS, Cole
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....C. Casey Wells
Managing-Pub. Dir.....Jack Pilling
Commercial Manager.....W. G. Teetzel
Production Monager.....J. M. Maclachlan
Chief Engineer.....Jack Pilling

## CJDC

### DAWSON CREEK—1947

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station CJDC
Business Address.....Dawson Creek
Phone Number.....IR 2
Air Time .....Unlimited
News Service .....BUP
Representative .....Radio Representatives
Station Manager.....Gordon H. Cummings

## CFJC

### KAMLOOPS—1926
### TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
Owned By.....Sentinel Publ. Co.
Operated By.....Radio Station CFJC
Address.....310 St. Paul St.
Phone Number .....1021
Transmitter Location.....No. Kamloops
Air Time .....Unlimited
Representative .....All-Canada, Weed
News Service .....PN, UP
Membership .....CAB, BBM
General Manager.....Ian G. Clark
Asst. Mgr.....Walter Harwood

# CKOV

## KELOWNA—1931
## TRANS-CANADA

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Oper. By.....Okanagan Bcstrs., Ltd.
Business-Studio Address.....1491 Pendozi St.
Phone Number .....200
Transmitter Location..Okanagan Mission, B. C.
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, Thesaurus, Lang-Worth, SESAC
Representative .....All-Canada, Weed
Membership .....CAB
President.....J. W. B. Browne
Station Manager.....J. H. Browne
Commercial Manager.....E. S. Frost
Program Director.....Frank Bond
Chief Engineer.....J. Fred Weber

# CKLN

## NELSON—1939—CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....News Publishing Co.
Business Address.....Box 250
Phone Number .....19
Studio-Transmitter Location.....Radio Ave.
Air Time .....Unlimited
Representative.....Stovin, Young, Freemantle
Manager.....W. E. Bracken

# CKNW

## NEW WESTMINSTER—1944—CBC

Frequency: 1230 Kc.....Power: 1000 Watts
Owned By.....International Bcstg. Co., Ltd.
Operated By.....William Rea, Jr.
Bus.-Studio Address.....752 Columbia St.
Phone Number .....3000
Transmitter Location.....Lulu Island, B. C.
Air Time.....24 Hrs.
News Service .....PN
Transcription Service.....Associated, World, Cole
Representative .....Forjoe
Pres., General-Station Mgr., Program Director.....William Rea, Jr.
Commercial Manager.....D. M. Armstrong
Sales Prom. Mgr.....Sheila Hassell
Production Manager.....G. M. Reid
Chief Engineer.....Bill Collins

# CJAV

## PORT ALBERNI—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....CJAV, Ltd.
Address.....3rd Ave. N. 735 Redford Rd.
Phone Number .....603-4
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Lang-Worth, Cole
Representative .....Radio Representatives
Membership .....CAB
President .....Margaret Rea
Station Manager.....Charles J. Rudd
Commercial Manager.....C. Patrick
Sales Prom. Manager.....K. Hutcheson
Program-Production Dir.....T. Rannie
Publicity Director.....T. O'Neill
Chief Engineer.....H. Hollway

# CKPG

## PRINCE GEORGE—1945
## CBS-TRANS-CANADA

Frequency: 550 Kc.....Power: 250 Watts
Owned-Oper. By....Radio Station CKPG, Ltd.
Business-Studio Address.....Ritz-Kiefer Hall
Phone Number .....140
Transmitter Location.....So. Fort George
Air Time .....Unlimited
Transcription Service .....UTS
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Frank H. Elphicke
General-Station Mgr.....Cecil G. Elphicke
Comm. Mgr., Prog. Dir.....Jack E. Carbutt
Sales Prom. Mgr., Pub. Dir.....John V. Boates
Chief Engineer.....Ralph E. Spencer

# CFPR

## PRINCE RUPERT—1938
## TRANS-CANADA-CBC

Frequency: 1240 Kc.....Power: 250 Watts
Owned By.....Northwest Bcst. & Service Co.
Operated By.....Canadian Bcstg. Corp.
Studio Address.....336 Second Ave., Box 848
Phone Number .....863
Air Time .....Unlimited
News Service.....PN, Reuters
Representative .....Stovin
President.....F. E. Batt
Gen.-Sta. Mgr., Chief Engineer.....C. H. Insulander
Commercial Mgr.....S. J. Anderson

# CJAT

## TRAIL—1933—CBC-TRANS-CANADA

Frequency: 610 Kc.....Power: 1000 Watts
Owned-Oper. By.....Kootenay Bcstg. Co.
Business-Studio Address.....815 Victoria St.
Phone Number.....737, 1243
Transmitter Location .....Warfield
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Station Manager.....Eric C. Aylen

Commercial Manager.....R. F. G. Green
Program Director.....Joseph P. Kobluk
Chief Engineer.....John D. Hepburn

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# CBR

## VANCOUVER—1936
## CBC-TRANS-CANADA-PACIFIC

Frequency: 1130 Kc.....Power: 5000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....701 Hornby St.
Phone Number.....MArine 6121
Transmitter Location.....Lulu Island
Air Time .....Unlimited
News Service.....PN, BUP, Reuters
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Program Director.....Doug Nixon

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# CJOR

## VANCOUVER—1925
## CBC-DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Operated By.....CJOR, Ltd.
Business-Studio Address.....846 Howe St.
Phone Number.....MArine 6464
Transmitter Location.....Lulu Island
Air Time .....Unlimited
News Service.....CP, BUP
Transcription Service..Thesaurus, UTS, SESAC
Representative.....Stovin, Young
Membership .....CAB, BCAB
Pres.; Gen.-Sta. Mgr.....George C. Chandler
Commercial Manager.....Don Laws
Sales Prom.-Pub. Mgr.....Dorwin Baird
Program Director.....Ross Mortimer
Production Dir.....Dick Diespecker
Musical Director.....Wallie Peters
Chief Engineer.....A. H. Chandler

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# CKMO

## VANCOUVER—1922

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By.....British Columbia Bcstg. System, Ltd.
Address.....812 Robson St.
Phone Number.....MArine 1271-2
Air Time .....Unlimited
News Service.....AP, PN
Representative.....Natl. Bcstg. Sales, Cooke
Transcription Service.....Standard, SESAC
Membership .....CAB

President.....Mrs. R. J. Sprott
Manager.....R. T. Bowman
Comm. Mgr.....Thomas Slattery
Prog. Director.....George Dewey
Chief Engineer.....R. Whiteside

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# CKWX

## VANCOUVER—1923—MBS-DON LEE

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By.....Western Bcstg. Co., Ltd.
Business-Studio Address.....543 Seymour St.
Phone Number.....MArine 3344
News Service.....PN, BUP
Transcription Service.....Lang-Worth, World
Representative .....All-Canada, Weed
Membership .....CAB, BBM
Gen.-Station Mgr.....Frank H. Elphicke
Asst. Manager.....Sam G. Ross
Commercial Manager.....John L. Sayers
Program Dir.....Laurie Irving
Promotion Manager.....Joe Midmore
Chief Engineer.....Jack Gordon

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# CJIB

## VERNON—1947

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Operated By.....Interior Bcstg., Ltd.
Business Address.....Bagnall Block
Phone Number .....900
News Service .....PN
Representative .....Radio Representatives
Transcription Service.....Associated, Cole
General Manager.....C. H. Pitt
Comm. Manager.....Blackie Crothers
Production Manager.....Don McGibbon
Chief Engineer.....L. Merriman

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# CJVI

## VICTORIA—1941—DOMINION-CBC

Frequency: 900 Kc.....Power: 1000 Watts d.; 250 Watts n.
Owned-Oper. By.....Island Bcstg. Co., Ltd.
Phone Number.....Garden 2014, Beacon 1911
News Service .....PN
Transcription Service.....Thesaurus, World
Representative .....Weed, All-Canada
President.....H. T. Matson
General Manager.....M. V. Chestnut
Commercial Manager.....L. Hallberg
Program Director.....R. T. Batey
Promotion Manager.....Miss B. Garnett
Chief Engineer.....J. Sommers

# MANITOBA

## CKX

### BRANDON—1928—DOMINION

Frequency: 1150 Kc.....Power: 1000 Watts
Owned-Oper. By....Western Manitoba Bcstrs., Ltd.
Address.....8th St. & Princess Ave.
Phone Number .....4532
Air Time.....7:30 a.m.-11:30 p.m.
Transcription Service.....Thesaurus, World
Representative ..Radio Representatives, Cooke
Managing Director.....J. B. Craig
Commercial Manager.....E. D. Holland

## CKSB

### ST. BONIFACE—1946

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio St. Boniface, Ltd.
Address .....607 College St.
Phone Number.....204, 865-6
Air Time .....Unlimited
Membership .....CAB
Representative.....Wright, Hunt, Cooke
Prog. Dir., Prom. Mgr.....Rene Dussault
Chief Engineer.....D. R. Thomson

## CFAR

### FLIN FLON—1937—TRANS-CANADA

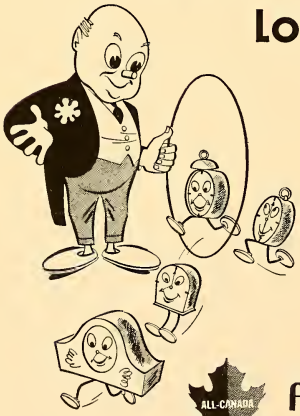
Frequency: 590 Kc.....Power: 1000 Watts
Owned-Oper. By.....Arctic Radio Corp., Ltd.
Address.....75 Hill St.
Phone Number .....590
Air Time .....Limited
News Service .....PN
Transcription Service .....Lang-Worth
Representative .....Stovin, Young
President.....J. G. Mundie
Manager.....G. B. Quinney
Program Director.....D. G. Willis
Chief Engineer.....Gordon Woodward

## CBW

### WINNIPEG—1948
### CBC-TRANS-CANADA

Frequency: 990 Kc.....Power: 50,000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business Adderss.....300 Telephone Bldg.
Phone Number .....922191
Air Time .....Unlimited
News Service.....BUP, PN, Reuters
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Station Manager.....J. N. Mogridge
Program Director.....Norman Lucas
Chief Engineer.....R. D. Cahoon


# WITH SELECTIVE RADIO YOU CONTROL LOCAL BROADCAST TIMES



SELECTIVE RADIO is the opposite to buying a fixed group of stations, which broadcast simultaneously without regard for different time zones and different local peak listening times. With SELECTIVE RADIO, you treat each station *individually*—you select an effective *local* time on that station's program schedule—unhampered by time-zone difficulties.

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**ALL-CANADA RADIO FACILITIES** *Limited*

VANCOUVER • CALGARY • WINNIPEG • TORONTO • MONTREAL

## CJOB

### WINNIPEG—1946

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Blick Bcstg., Ltd.
Operated By.....Radio Station CJOB
Business-Studio Address.....Lindsay Bldg.
Phone Number .....9-6374
Transmitter Location.....St. Boniface
Air Time.....24 Hrs.
News Service .....PN
Transcription Service .....Standard
Representative..Radio Representatives, Cooke
President, General Manager.....J. O. Blick
Commercial Manager.....A. J. Messner
Program Director.....C. E. Farey
Asst. Prog. Mgr.....George Davies
Chief Engineer.....R. V. Durie

## CKRC

### WINNIPEG—1934—DOMINION

Frequency: 630 Kc.....Power: 5000 Watts
Owned-Oper. By....Transcanada Communications, Ltd.
Bus.-Studio Address.....300 Carlton St.
Phone Number .....92266
Transmitter Location.....St. Vital
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service...Lang-Worth, Standard
Representative .....Weed, All-Canada
Membership .....CAB, BBM
President .....V. Sifton
General Mgr.....William A. Speers
Commercial Manager.....B. M. Pirie
Prog. Dir., Prod. Mgr.....J. M. Hill
Promotion Manager.....Clare Copeland

# NEW BRUNSWICK

## CKNB

### CAMPBELLTON—1939
### CBC-DOMINION

Frequency: 950 Kc.....Power: 1000 Watts
Owned-Oper. By.....Restigouche Bcstg. Co.
Business Address.....P. O. Box 840
Phone Number .....8
Studio Address.....110 Water St.
Transmitter Location.....Maple Green
Air Time .....Unlimited
News Service .....RP
Transcription Service .....All-Canada
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....J. Wesley MacDonald
Managing Director.....Dr. Charles H. Houde
Station Manager.....Stan Chapman
Program Director.....Bob Richards
Chief Engineer.....L. P. Paquet

## CJEM

### EDMUNDSTON—1944—CBC

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Oper. By.....Edmundston Radio, Ltd.
Business-Studio Address.....99 Canada Rd.
Transmitter Location .....Iroquois
Air Time.....7 a.m.-11:15 p.m.
Transcription Service .....World
Representative .....Stovin
Membership .....BBM
President.....Dr. C. P. Laporte
General Manager.....Maurice Lacasse
Comm. Manager.....George Guerrette

## CFNB

### FREDERICTON—1923
### TRANS-CANADA

Frequency: 550 Kc.....Power: 5000 Watts
Owned-Oper. By.....J. S. Neill & Sons, Ltd.
Business-Studio Address.....York St.
Phone Number .....209
Transmitter Location.....New Maryland, York Co.
Air Time .....Unlimited
News Service .....BUP
Transcription Service....Thesaurus, Standard, Cole
Representative .....All-Canada, Weed
Membership .....CAB, BBM
General Manager.....D. Malcolm Neill
Sales Prom. Manager.....C. Austin Moore
Program Director.....J. T. H. Fenety

## CKCW

### MONCTON—1934—DOMINION

Frequency: 1220 Kc.....Power: 5000 Watts
Owned-Oper. By.....Moncton Bcstg., Ltd.
Bus.-Studio Address.....K. of P. Bldg., cor. Bonacord & Gordon Sts.
Phone Number .....9111-2-3
Transmitter Location .....Cherryfield
Air Time .....Unlimited
News Service.....BUP, RP
Transcription Service.....World, UTS
Representative.....Joseph Hershey McGillvra, Stovin
Membership .....CAB, BBM
President, Owner, Mgr.....F. A. Lynds
Commercial Manager.....Clair Chambers
Program Director.....Roy Hicks
Chief Engineer.....A. J. White

## CBA

### SACKVILLE—1939
### TRANS-CANADA

Frequency: 1070 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address.....100 Sackville St., Halifax
Phone Number .....3-6188
Transmitter Location .....Sackville
Air Time .....Unlimited
News Service.....PN, BUP
President (CBC).....Dr. Augustin Frigon
Regional Prog. Dir., Sta. Mgr...W. E. S. Briggs
Commercial Manager.....E. A. Weir
Regional Engineer.....H. M. Smith

## CFBC

### SAINT JOHN—1946
### CBC-DOMINION

Frequency: 930 Kc.....Power: 5000 Watts
Owned-Operated By....Fundy Bcstg. Co., Ltd.
Business-Studoi Address.....4 Carelton St.
Phone Number .....3-2421
Transmitter Location.....Sand Cove Rd.
Air Time .....Unlimited
News Service.....BUP, RP
Transcription Service .....Thesaurus
Representative .....Weed, All-Canada
Membership .....BBM
General Manager.....Norman Botterill
Commercial Manager.....J. Alcorn
Program Director.....J. E. Palmer
Chief Engineer.....H. M. Stout

## CHSJ

### SAINT JOHN—1934
### TRANS-CANADA

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....New Brunswick Bcstg. Co., Ltd.
Business-Studio Address.....14 Church St.
Phone Number .....3-3304
Transmitter Location .....Coldbrook
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, Lang-Worth, Associated, Standard, UTS
Representative .....Stovin, Young
Membership .....CAB
President.....George A. Cromwell
Commercial Manager.....Cleve G. Stillwell
Program Director.....Earl McCarron
Publicity Director.....Agnes M. Glennie
Chief Engineer.....J. G. Bishop

# NOVA SCOTIA

## CJFX

### ANTIGONISH—1943—DOMINION

Frequency: 580 Kc.....Power: 5000 Watts
Owned-Operated By.....Atlantic Bcstrs., Ltd.
Address .....Broadcasting Bldg.
Phone Number .....66
Transmitter Location.....New Glasgow Rd.
Air Time .....Unlimited
News Service .....PN
Transcription Service.....United, Lang-Worth
Rperesentative.....Natl. Bcst. Sales
President, General Mgr.....J. Clyde Nunn
Commercial Manager.....R. J. Ricketts
Promotion Manager.....James Burroughs

## CKBW

### BRIDGEWATER—1947
### TRANS-CANADA

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Operated By....Acadia Bcstg. Co., Ltd.
Business Address.....King St.
Phone Number .....445
Transmitter Location .....Hebbville
Air Time .....Unlimited
News Service .....AP, PN
Transcription Service..Associated, All-Canada
Representative..Radio Representatives, Cooke
Membership .....BBM
President.....C. J. Morrow
General-Station Mgr.....John F. Hirtle
Commercial Manager.....Ken R. Dougan
Sales Prom. Manager.....Lester L. Rogers
Program Director.....John Harris
Publicity Director.....Don Hill
Chief Engineer.....J. W. Essex

## CBH

### HALIFAX—1944
### TRANS-CANADA-MARITIMES

Frequency: 1330 Kc.....Power: 100 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....100 Sackville St.
Phone Number .....3-6188
Transmitter Location .....Sackville
Air Time .....Unlimited
News Service.....BUP, UP, PN, Reuters
National Sales Office....CBC Commercial Div.
President (CBC).....Dr. Augustin Frigon
Regional Prog. Dir., Sta. Mgr....W. E. S. Briggs
Regional Engineer.....H. M. Smith

## CHNS

### HALIFAX—1926—DOMINION

Frequency: 960 Kc.....Power: 5000 Watts

Owned-Oper. By.....Maritime Bcstg. Co., Ltd.
Bus.-Studio Address.....Broadcasting House, 10 Tobin St., P. O. Box 400
Phone Number .....3-8318
Transmitter Location....Rockingham, Halifax County
Air Time .....Unlimited
News Service.....PN, BUP
Transcription Service..Thesaurus, Lang-Worth, World, UTS
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Andrew W. Robb
Managing Dir.....William Coates Borrett
Station Manager.....Gerald Redmond
Comm-Sales Prom. Mgr....Harry A. L. Stephen
Prog. Dir., Prod. Mgr.....John Funston
Chief Engineer.....Arthur H. Craig

# CJCH

## HALIFAX—1944

Frequency: 920 Kc.....Power: 5000 Watts
Owned-Operated By.....Chronicle Co., Ltd.
Bus.-Studio Address.....Lord Nelson Hotel
Phone Number .....3-7311
Transmitter Location....St. Margaret's Bay Rd.
Air Time .....Unlimited
News Service.....PN, Reuters
Transcription Service.....World, Standard
Representative .....Cooke
Membership .....CAB
Gen. Manager.....E. Finlay MacDonald
Commercial Manager.....Howard E. Gerard
Chief Engineer.....A. Reginald MacWilliams

# CKEN

## KENTVILLE—1948

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Oper. By..Evangeline Bcstg. Co., Ltd.
Business-Studio Address .....Windsor
Phone Number.....Kentville 400
Transmitter Location.....Upper Dyke
Air Time .....Unlimited
News Service .....CP
Transcription Service.....United, Cole, All-Canada
Representative.....James L. Alexander
Membership .....CAB, BBM
President.....George C. Nowlan, K.C.
Gen.-Sta.-Comm. Mgr.....Avard M. Bishop
Sales Prom. Mgr.....J. P. LaRoque
Prog.-Prod. Director.....Willard A. Bishop

# CBI

## SIDNEY—1948—TRANS-CANADA

Frequency: 1570 Kc.....Power: 1000 Watts
Owned-Operated By....Canadian Bcstg. Corp.
Business-Studio Address.....247 Charlotte St.
Air Time .....Unlimited
News Service.....PN, BUP, Reuters
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Station Mgr.....Barry MacDonald
Program Director.....W. E. S. Briggs
Chief Engineer.....H. M. Smith

# CJCB

## SYDNEY—1929—DOMINION

Frequency: 1270 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....Eastern Bcstrs., Ltd.
Business-Studio Address.....Radio Bldg.
Phone Number .....5596
Transmitter Location.....So. Bar, Cape Breton
Air Time .....Unlimited
News Service .....PN
Transcription Service..Thesaurus, Lang-Worth, World
Representative .....All-Canada, Weed
President, Station Mgr.....N. Nathanson
Membership .....CAB
Commercial Mgr.....J. Marven Nathanson
Sales Prom. Mgr., Pub. Dir.....C. J. McDougall
Program Director.....Lloyd MacInnis
Chief Engineer.....A. Vernon

# CKCL

## TRURO—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Truro Bcstg. Co., Ltd.
Business Address.....7 Pleasant St.
Phone Number .....491
Transmitter Location .....Onslow
Air Time .....7:30 a.m.-M.
News Service .....PN
Transcription Service .....World
Representative .....William Wright
Membership .....CAB, BBM
President, General Mgr.....J. Arthur Manning
Comm. Mgr., Pub. Dir.....Alex Thomson
Prog. Dir., Chief Announcer...Edward Belcher
Chief Engineer.....E. S. Bernasconi

# CFAB

## WINDSOR—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By....Evangeline Bcstg. Co., Ltd.
Address .....Windsor
Phone Number.....Windsor 498
Transmitter Location .....Falmouth
Air Time .....Unlimited
News Service .....CP
Transcription Service.....United, Cole, All-Canada
Representative .....Alexander
Membership .....CAB, BBM
President.....George C. Nowlan, K.C.
Gen.-Sta.-Comm. Mgr.....Avard M. Bishop
Sales Prom. Manager.....J. P. LaRoque
Prog.-Prod. Director.....Willard A. Bishop

## CJLS

### YARMOUTH—1934
### CBC-DOMINION

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Oper. By.....Gateway Bcstg. Co., Ltd.
Business Address.....Drawer 440
Phone Number .....500
Studio Address.....222 Main St.
Transmitter Location.....Brocklyn, Yarmouth County
Air Time .....Unlimited
News Service .....CP
Transcription Service.....UTS, All-Canada
Representative .....All-Canada, Weed
Membership .....BBM
President, Station Mgr.....Laurie L. Smith
Commercial Manager.....Thomas H. Tonner
Prog.-Musical Dir.....Florine H. Margolian
Chief Engineer.....Donald L. Smith

# ONTARIO

## CJBQ

### BELLEVILLE—1946

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By....Quinte Bcstg. Co., Ltd.
Business-Studio Address.....11 Victoria Ave.
Phone Number.....Belleville 3200-1
Transmitter Location.....Foxboro Hway.
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, Thesaurus
Representative .....Stovin, Young
Membership .....CAB, BBM
President.....A. McLean Haig
Station Manager.....W. H. Stovin
Commercial Manager.....J. H. MacDonald
Sales Prom. Manager.....Frank C. Murray
Program Director.....W. E. Arnold
Publicity Director.....Scott Hannah
Chief Engineer.....J. B. Buchanan

## CKPC

### BRANTFORD—1923—DOMINION

Frequency: 1380 Kc.....Power: 1000 Watts
Owned-Oper. By....Telephone City Bcst., Ltd.
Address.....49-51 Colborne St.
Phone Number .....5140-1
Air Time .....Unlimited
Transcription Service .....World
Representative.....J. L. Alexander
President, General Mgr...Mrs. J. D. Buchanan

## CFJM

### BROCKVILLE—1943
### CBC-DOMINION

Frequency: 1450 Kc.....Power: 250 Watts
Owned By....Eastern Ontario Bcstg. Co., Ltd.
Business-Studio Address.....Revere oHtel
Phone Number .....4628
Transmitter Location.....Prescott Hway.
Air Time .....Unlimited
News Service .....BUP
Transcription Service .....All-Canada
Representative .....Stovin, Young
Membership .....CAB
Owner, Gen.-Sta.-Comm. Mgr...Jack R. Radford
Chief Engineer.....Fred J. Ball

## CFCO

### CHATHAM—1926—DOMINION

Frequency: 630 Kc.....Power: 1000 Watts
Owned-Operated By.....John Beardall
Business Address.....P. O. Box 277
Phone Number .....2626
Address.....William Pitt Hotel
Air Time .....Unlimited
News Service .....BUP
Owner, Gen. Manager.....John Beardall
Comm.-Prom. Manager.....Peter Kirkey
Program Director.....George Sulman
Chief Engineer.....Gordon Brooks

## CKSF

### CORNWALL—1945
### CBC-DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By .....Standard-Freeholder
Business-Studio Address.....36 Pitt St.
Phone Number .....1703
Transmitter Location.....Toll Gate Rd.
Air Time .....Unlimited
News Service .....CP
Transcription Service.....World, London
Representative .....Stovin, McGillvra
Membership .....CAB, BBM
General Manager.....Phillip Robertson
Station-Comm. Mgr.....H. Harrison Flint
Sales Prom. Manager.....Burton Heward
Program Director.....E. Norman Bailey
Production Dir.....Howard H. Bailey
Publicity Director.....Richard Hynes
Chief Engineer.....Mahlon Clark

# CKFI

## FORT FRANCES—1944
## CBC-DOMINION

Frequency: 1340 Kc.....Power: 250 Watts
Owned By.....Radio Station CKFI
Bus. Address.....Ft. Frances, Ont., or International Falls, Minn.
Phont Number.....Ft. Frances 200
Studio Address.....Wells Bldg.
Transmitter Location.....Pither's Point Pk.
Air Time .....Unlimited
News Service .....PN
Representative .....Alexander
President.....J. G. McLaren
General Manager.....W. H. McLellan
Program Director.....Victor Price
Promotion Manager.....John A. Coughlin
Chief Engineer.....W. H. McLellan

# CKPR

## FORT WILLIAM—1931
## TRANS-CANADA

Frequency: 580 Kc.....Power: 1000 Watts
Owned-Oper. By.....Dougall Motor Car Co.
Bus.-Studio Address.....106 So. May St.
Phone Number.....S. 315
Transmitter Location.....Memorial Ave., Port Arthur
Air Time.....7:30 a.m.-11:30 p.m.
News Service .....CP
Transcription Service.....Thesaurus, United
Representative..Stovin, Radio Representatives, Young, All-Canada, Oakes
Membership .....BBM
President.....H. F. Dougall
Station Manager.....George Jeffrey
Program Director.....R. C. Baker
Chief Engineer.....W. T. Ross

# CJOY

## GUELPH—1948

Frequency: 1450 Kc.....Power: 1000 Watts
Owned-Operated By.....CJOY, Ltd.
Business Address.....Bond Bldg.
Phone Number .....555
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Cole, Lang-Worth
Representative .....Radio Reps., Cooke
Station Mgr.....Wallace Slatter
Commercial Mgr.....Frederick T. Metcalf
Program Director.....Laurie J. Lohman
Chief Engineer.....Bert Cobb

# CHML

## HAMILTON—1927—DOMINION

Frequency: 990 Kc.....Power: 5000 Watts
Owned-Oper. By.....Maple Leaf Bcstg. Co.
Business-Studio Address.....36 James St. S.
Phone Number .....7-1595
Transmitter Location .....Vinemount
Air Time .....Unlimited
News Service .....BUP
Transcription Svc...Standard, Associated, UTS
Representative.....Natl. Bcst. Sales
President, General Mgr.....Kenneth D. Soble
Station Mgr., Prog. Dir.....Tom Darling
Commercial Manager.....W. D. Whitaker
Sales Prom. Mgr., Pub. Dir.....E. S. Stock
Chief Engineer.....O. R. Smith

# CKOC

## HAMILTON—1922
## TRANS-CANADA

Frequency: 1150 Kc.....Power: 5000 Watts
Owned-Oper. By.....Wentworth Radio Bcstg. Co., Ltd.
Bus.-Studio Address.....King William & John Sts.
Phone Number .....7-4484
Transmitter Location .....Elfrida
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Thesaurus, World, Lang-Worth
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Harold R. Carson
Station Manager.....W. T. Cranston
Commercial Manager.....L. A. Westmoreland
Asst. Manager.....J. Lyman Potts
Production Manager.....J. O. Stone
Chief Engineer.....Leslie Horton

# CJRL

## KENORA—1938—DOMINION

Frequency: 1220 Kc.....Power: 1000 Watts
Owned By.....James Richardson & Sons, Ltd.
Operated By.....Kenora Bcstg. Co., Ltd.
Address.....Brydon Block, Main St.
Phone Number .....717
Transmitter Location.....Jaffray Township
Air Time.....7:3 0a.m.-11 p.m.
News Service .....CP
Transcription Service .....Thesaurus
Representative .....Stovin, Cooke
Membership .....CAB
President.....Mrs. James Richardson
Commercial Manager.....G. A. McLean
Program Director.....E. C. Mutimer
Prod. Manager.....M. C. Cooke
Chief Engineer.....William Hackett

# CKWS

## KINGSTON—1942
## TRANS-CANADA

Frequency: 960 Kc.....Power: 5000 Watts
Owned-Operated By.....Brookland Co., Ltd.

Address.....304 King St.
Phone Number .....4405
Transmitter Location.....Wolfe Island
Air Time .....Unlimited
News Service .....PN
Transcription Service....Standard, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership .....CAB
President.....Senator W. R. Davies
Station Manager.....Roy W. Hofstetter
Program Director.....Jack Pollie
Chief Engineer.....Burt Coy

# CJKL

## KIRKLAND LAKE—1934
## TRANS-CANADA-CBC

Frequency: 560 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address .....Govt. Rd.
Phone Number .....27
Transmitter Location .....Dane
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Standard, Thesaurus, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership .....CAB
President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Harry M. Edgar
Commercial Manager.....Don Lawrie
Program Director.....Cliff Harrison
Chief Announcer.....K. B. Crossley
Chief Engineer.....Les Oliver

# CKCR

## KITCHENER—1928—CBC-DOMINION

Frequency: 1490 Kc.....Power: 250 Watts
Owned By.....K.-W. Bcstg. Co.
Operated By.....W. C. Mitchell, G. Liddle
Business-Studio Address.....125 King St. W.
Phone Number .....3-3628
Transmitter Location.....Guelph St.
Air Time .....Unlimited
News Service .....PN
Transcription Service.....UTS, Associated
Representative .....William Wright
Owners.....W. C. Mitchell, G. Liddle
General-Station Mgr.....W. C. Mitchell
Commercial Manager.....G. Liddle
Promotion Manager.....Ed Manning
Program Director.....Norm McKinney
Chief Engineer.....Ian Hartman

# CFPL

## LONDON—1922—DOMINION-CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned-Oper. By...The Free Press Printing Co.
Address.....442 Richmond St.
Phone Number.....Metcalfe 5200
Transmitter Location.....Wellington Rd.
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, Standard, Lang-Worth
Representative .....Weed, All-Canada
Membership .....CAB
President.....Walter J. Blackburn
General Manager.....Donald J. A. Wright
Commercial Manager.....Murray T. Brown
Program Director.....Bob Reinhart
Chief Engineer.....Percy A. Field

# CHVC

## NIAGARA FALLS—1947

Frequency: 1600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station CHVC, Ltd.
Business Address.....1745 River Rd.
Studio Address.....Rainbow Bridge
Phone Number.....Niagara Falls, Ont. 4110; Niagara Falls, N. Y. 9801
Transmitter Location....Queen Elizabeth Way
Air Time .....Unlimited
News Service .....BUP
Transcription Service .....World
Representative .....McKinney, Alexander
Membership .....CAB
President, Gen.-Station Mgr.....B. H. Bedford
Production Director.....Art Blakely
Program Director.....Jim Sulivan
Chief Engineer.....George Slinn

# CFCH

## NORTH BAY—1931—CBC

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Address.....147 Main St. E.
Phone Number .....2400
Transmitter Location.....Nipissing Junction
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Thesaurus, Standard, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
Membership .....CAB
President.....Roy H. Thomson
General Manager.....Jack M. Davidson
Station Manager.....Cliff Pickrem
Commercial Manager.....Keith Packer
Prog. Dir., Prom. Mgr.....Phil Clayton
Chief Engineer.....Jack Barnaby

# CFOR

## ORILLIA—1945—DOMINION

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Oper. By.....Gordon E. Smith
Bus.-Studio Address.....32 Mississaga St.
Phone Number .....3511

Transmitter Location.....Orillia Township
Air Time .....Unlimited
News Service .....BUP
Representative .....Stovin, Young
Membership .....CAB, BBM
President, General Mgr.....Gordon E. Smith
Program Director.....James McGarvey

# CKDO

## OSHAWA—1946

Frequency: 1240 Kc.....Power: 100 Watts
Owned-Oper. By.....Oshawa Bcstg. Co., Ltd.
Business-Studio Address.....16 Centre St.
Phone Number .....4481
Transmitter Location .....Westmount
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Thesaurus, World
Representative .....Alexander, Weed
President, Managing Dir.....Walter A. Dales
Station Manager.....Ross R. Rowlands
Commercial Manager.....Milton E. Bond
Sales Prom. Manager.....Gordon G. Garrison
Program Director.....William B. Swinton
Chief Engineer.....George Blanchett

# CBO

## OTTAWA—1924
## CBC-TRANS-CANADA

Frequency: 910 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address....Chateau Laurier Hotel, P. O. Box 1045
Phone Number .....2-1151
Transmitter Location .....Hawthorne
Air Time .....Unlimited
News Service.....CP, BUP
President (CBC).....Dr. Augustin Frigon
Gen.-Sta. Mgr., Prog. Dir....Charles P. Wright
Comm. Mgr. (CBC).....E. A. Weir
Chief Operator.....Maxted Gilbert

# CFRA

## OTTAWA—1947

Frequency: 560 Kc.....Power: 1000 Watts
Owned-Operated By.....Frank Ryan
Business Address .....Auditorium
Phone Number .....3-6241
Transmitter Location.....City View
Air Time .....Unlimited
News Service .....BUP
Transcription Service....Standard, World, Cole
Representative .....All-Canada, Weed
Membership .....CAB
President, General Mgr.....Frank Ryan
Commercial Manager.....George M. Gowling
Program Director.....Brian Hodgkinson
Chief Engineer.....Chester Beachell

# CKCO

## OTTAWA—1924—DOMINION-CBC

Frequency: 1310 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Operated By.....CKCO, Ltd.
Address.....272 Somerset St., W.
Phone Number .....2-3611
Air Time .....Unlimited
News Service.....PN, BUP
Transcription Service..Associated, Lang-Worth
Representative .....Wright, McGillvra
President.....Duncan K. Macdavish
General Manager.....Louis E. Leprohon
Commercial Manager.....J. L. Kendall
Program Director.....C. E. Root
Promotion Manager.....R. Beach
Chief Engineer.....J. McGrail

# CFOS

## OWEN SOUND—1940
## CBC-DOMINION

Frequency: 1470 Kc.....Power: 1000 Watts
Owned-Oper. By.....Grey & Bruce Bcstg. Co., Ltd.
Bus.-Studio Address.....904 Second Ave. E.
Phone Number .....1940
Transmitter Location....Sydenham Township, Hways. 6 & 10
Air Time.....7 a.m.-11:15 p.m.
News Service .....PN
Transcription Service .....World
Representative .....Stovin, Young
Membership .....CAB, BBM
President .....Howard Fleming
General Station Mgr.....Ralph T. Snelgrove
Commercial Mgr.....William N. Hawkins
Sales Prom. Manager.....William Fulton
Program Director.....Everette Smith
Chief Engineer.....Ronald Turnpenny

# CHOV

## PEMBROKE—1942—DOMINION

Frequency: 1350 Kc.....Power: 1000 Watts
Owned-Oper. By....Ottawa Valley Bcstg. Co., Ltd.
Address.....97 Albert St.
Phone Number .....1350
Transmitter Location.....E. of Pembroke
Air Time.....7 a.m.-11:30 p.m.
News Service .....BUP
Transcription Service.....Thesaurus, SESAC
Representative .....Stovin, Young
Chief Owner, Gen. Mgr.....E. G. Archibald
Program Director.....Bill Kutshke
Promotion Manager.....Marg. Miller
Chief Engineer.....W. E. Schmidt

# CHEX

## PETERBOROUGH—1942
## DOMINION

Frequency: 1430 Kc.....Power: 1000 Watts
Owned-Oper. By.....Brookland Co., Ltd.
Bus.-Studio Address.....Examiner Bldg.
Phone Number .....4641
Transmitter Location.....R. R. No. 8
Air Time .....Unlimited
News Service .....PN
Transcription Service.....UTS, Thesaurus, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
President.....Sen. Rupert Davies
Vice President.....Roy H. Thomson
Station Manager.....Russ Baer
Program Director.....Karl E. Monk
Chief Engineer.....Bert Crump

# CFPA

## PORT ARTHUR—1944
## CBC-DOMINION

Frequency: 1230 Kc.....Power: 250 Watts
Owned-Operated By.....Ralph H. Parker
Bus.-Studio Address.....Public Utilities Bldg.
Phone Number .....North 315
Transmitter Location.....Memorial Ave.
Air Time.....7:30 a.m.-11:30 p.m.
Transcription Service....Lang-Worth, Standard
Representative.....National Broadcast Sales, Broadcast Representatives, Hunt, Weed
Membership .....CAB, BBM
Owner, Gen.-Sta. Mgr.....Ralph H. Parker
Commercial Manager.....R. P. MacGowan
Program Director.....Roy Dahmer

# CKTB

## ST. CATHARINES—1930
## CBC-DOMINION

Frequency: 1550 Kc.....Power: 1000 Watts
Owned-Oper. By....The Niagara District Bcstg. Co., Ltd.
Business-Studio Address.....12 Yates St.
Phone Number .....5-7351
Transmitter Location.....Lakeshore Rd., Port Dalhousie
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Thesaurus, UTS
Representative.....National Broadcast Sales, J. H. McGillvra
Membership .....CAB, BBM
President, Station Mgr.....W. B. C. Burgoyne
Managing Director.....H. B. Burgoyne
Commercial Manager.....V. A. Lococo
Sales Prom. Manager.....W. C. Wingrove
Production Manager.....W. C. Wheeler
Chief Engineer.....W. H. Allen

# CHLO

## ST. THOMAS—1948

Frequency: 680 Kc.....Power: 1000 Watts
Owned-Operated By.....J. F. Peterson
Business Address.....133 Curtis St.
Air Time .....Unlimited
Transcription Service .....Lang-Worth
Representative .....Radio Reps.
President, General Mgr.....J. F. Peterson
Commercial Manager.....Tom Warner

# CHOK

## SARNIA—1946—TRANS-CANADA

Frequency: 1070 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Sarnia Bcstg. Co., Ltd.
Address.....148½ Front St. N.
Phone Number .....4000
Air Time .....Unlimited
News Service .....PN
Transcription Service....Thesaurus, Standard, Lang-Worth
Representative.....Natl. Bcst. Sales, Cooke
President.....H. M. Houston
General Manager.....Claude R. Irvine
Commercial Manager.....Gerry Hall
Asst. Mgr., Prog. Dir.....Grant Webber
Asst. Prog. Dir.....Ray Sterling
Chief Engineer.....Robert F. Cooke

# CJIC

## SAULT STE. MARIE—1934
## TRANS-CANADA-CBC

Frequency: 1490 Kc.....Power: 250 Watts
Owned-Operated By.....Hyland Bcstg. Co.
Address .....Windsor Hotel
Phone Number .....3500
Transmitter Location.....Peoples Rd.
Air Time.....7 a.m.-M.
News Service .....PN
Transcription Service .....World
Representative.....J. L. Alexander, McGillvra
Membership .....CAB, BBM
Chief Exec., Gen. Mgr.....J. G. Hyland
Sales Promotion Manager.....E. Vance
Program Director.....J. Basil Scully
Chief Engineer.....Italo Marinelli

# CJCS

## STRATFORD—1927—DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Frank M. Squires
Address .....Reynolds Bldg.
Phone Number .....1675
Air Time.....7 a.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative .....All-Canada, Weed

Membership .....CAB
President, General Mgr.....Frank M. Squires
Asst. Manager.....Stanley Tripley
Commercial Manager.....K. S. Lott
Prog. Dir., Prom. Mgr.....J. E. Phillips
Chief Engineer.....John Crigg

# CHNO

## SUDBURY—1947—DOMINION-CBC

Frequency: 1440 Kc.....Power: 1000 Watts
Owned-Oper. By.....Sudbury Bcstg. Co., Ltd.
Business Address.....166 Elm St.
Phone Number .....6-6416
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Associated
Representative .....Wright, Young
President, General Mgr.....F. B. Ricard
Commercial Manager.....R. Riel
Promotion Manager.....D. Goodwin
Sta. Mgr., Chief Engineer.....A. J. Robinson

# CKSO

## SUDBURY—1934
## CBC-TRANS-CANADA

Frequency: 790 Kc.....Power: 5000 Watts
Owned-Operated By.....CKSO, Sudbury, Ltd.
Business-Studio Address.....21 Elgin St., N.
Phone Number .....77-505
Transmitter Location.....7 Mi. from Sudbury at McFarlane Lake
Air Time .....Unlimited
Transcription Service.....Thesaurus, World, Standard
Representative .....All-Canada, Weed
Membership .....BMB
President.....G. M. Miller, K.C.
General-Station Mgr.....W. J. Woodill
Commercial Manager.....J. D. Hossack
Program-Production Dir.....K. Dobson
Publicity Director.....D. Sutherland
Chief Engineer.....R. F. Chinnick

# CKGB

## TIMMINS—1933
## TRANS-CANADA-CBC

Frequency: 680 Kc.....Power: 5000 Watts
Owned-Oper. By.....Northern Bcstg. Co., Ltd.
Bus.-Studio Address.....Thompson Bldg.
Phone Number .....1500
Transmitter Location.....Mountjoy Township
Air Time .....Unlimited
News Service .....PN
Transcription Service....Lang-Worth, Standard
Representative.....Canada-Natl. Bcst. Sales, Donald Cooke
President.....R. H. Thomson
General Manager.....J. M. Davidson
Station Manager.....H. C. Freeman

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## balanced programming gets you more listeners in Canada's No. 1 market!

Our programming is designed to please *most* of the people *most* of the time. That's why CFRB gets *more* listeners — why CFRB is Ontario's No. 1 station!

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That's why your advertising dollar buys you *more* listeners on CFRB!

**Your No. 1 buy in Canada's No. 1 market**

*Representatives—*

**United States:** Adam J. Young Jr. Inc.

**Canada:** All-Canada Radio Facilities Limited

CFRB

Commercial Manager.....Edwin Bowser
Program Director.....Doug Burrows
Publicity Director.....Bill Nadeau
Chief Engineer.....Ernie Mott

# CBL

## TORONTO—1927
## CBC-TRANS-CANADA

Frequency: 740 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....MIdway 5481
Transmitter Location .....Hornby
Air Time .....Unlimited
News Service.....BUP, Reuters, PN
Representative .....CBC
President (CBC).....Dr. Augustin Frigon
Program Director.....Ernest L. Bushnell
Commercial Manager.....E. A. Weir
Chief Engineer.....Howard Hilliard

# CFRB

## TORONTO—1927—CBS

Frequency: 1010 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Rogers Radio Bcstg. Co., Ltd.
Business-Studio Address.....37 Bloor St. W.
Phone Number.....MIdway 3515
Transmitter Location .....Aurora
Air Time .....Unlimited
News Service.....BUP, PN
Representative .....Young, All-Canada
Membership .....CAB, BBM
President .....Harry Sedgwick
Station Manager.....Lloyd Moore
Commercial Manager.....Waldo Holden
Program Director.....Wes McKnight
Publicity Director.....Ken Marsden
Chief Engineer.....Clive Eastwood

# CHUM

## TORONTO—1945

Frequency: 1050 Kc.....Power: 1000 Watts d.
Owned-Oper. By.....York Bcstrs., Ltd.
Address.....225 Mutual St.
Phone Number.....Elgin 4271
Transmitter Location.....Lawrence Ave. & Don Mills Rd.
Air Time .....Sunrise-sunset
Transcription Service.....Lang-Worth, United, Standard
News Service .....BUP
President.....John H. Part
General-Comm. Mgr.....Roland E. Ford
Proram Director.....Larry Mann
Chief Engineer.....Kenneth Smith

# CJBC

## TORONTO—1936
## CBC-DOMINION

Frequency: 860 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....354 Jarvis St.
Phone Number.....MIdway 5481
Transmitter Location .....Dixie
Air Time .....Unlimited
News Service.....PN, BUP, Reuters
Membership .....BMB
President (CBC).....Dr. Augustin Frigon
Mgr., Dominion Network, Program Director.....H. G. Walker
Commercial Manager.....E. A. Weir
Supervising Engineer (Toronto Area) .....Howard Hilliard

# CKEY

## TORONTO—1944

Frequency: 580 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned By.....Toronto Bcstg. Co., Ltd.
Bus.-Studio Address.....444 University Ave.
Phone Number.....WAverly 3881
Transmitter Location .....Scarboro
Air Time .....Unlimited
News Service.....PN, BUP
Transcription Service.....World, Lang-Worth, Standard, Associated
Representative.....Natl. Bcst. Sales, Cooke
Membership .....CAB
President, General Mgr.....Jack K. Cooke
Station Manager.....Hal Cooke
Sales Prom. Mgr., Pub. Dir.....Hank Sauro
Program Director.....Don Insley
Production Manager.....Ed Housotn
Chief Engineer.....Ernie M. Swan

# CKLW

## WINDSOR

(See Listing, Detroit, Mich.)

# CKNX

## WINGHAM—1926—DOMINION

Frequency: 920 Kc.....Power: 1000 Watts
Owned-Oper. By.....Radio Station CKNX, Ltd.
Business-Studio Address.....Field Bldg.
Phone Number .....158
Transmitter Location .....Belgrave
Air Time.....7 a.m.-11 p.m.
News Service .....BUP
Transcription Service.....Thesaurus, Cole, Lang-Worth, World
Representative .....Alexander
Membership .....CAB
President, General Mgr.....W. T. Cruickshank
Station Manager.....J. S. Cruickshank

Commercial Manager.....G. W. Cruickshank
Sales Prom. Manager.....V. Dittmer
Program Director.....J. F. Brent
Prod.-Pub. Director.....Tom Rafferty
Chief Engineer.....S. C. Reid

## CKOX

### WOODSTOCK—1947

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By....Oxford Bcstg. Co., Ltd.
Business Address.....P. O. Box 55
Phone Number .....2400
Studio Address.....380 Hunter St.
Transmitter Location.....Sweaburg Rd., Township of W. Oxford
Air Time..... 7a.m.-11 p.m.
News Service .....PN
Transcription Service .....World
Representative .....Wright
Membership .....CAB
President, Gen.-Station Mgr.....Monty J. Werry
Comm.-Sales Prom. Mgr.....W. Stanley Smith
Prog. Dir., Prod. Mgr.....John B. Starke

# PRINCE EDWARD ISLAND

## CFCY

### CHARLOTTETOWN—1924
### CBC-DOMINION-MARITIME

Frequency: 630 Kc.....Power: 5000 Watts d.; 1000 Watts n.
Owned-Oper. By.....Island Radio Bcstg. Co.
Business-Studio Address.....85 Kent St.
Phone Number .....741
Transmitter Location.....W. Royalty
Air Time.....7:25 a.m.-12:10 a.m.
News Service .....AP
Transcription Service....Associated, Standard, Lang-Worth
Representative .....All-Canada, Weed
Membership .....CAB
Pres., Managing Dir.....Lt. Col. K. S. Rogers
Comm.-Program Manager.....R. F. Large
Publicity Director.....M. E. Large
Musical Director.....Mrs. K. S. Rogers
Technical Spvr.....A. L. Finley

## CJRW

### SUMMERSIDE—1948

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Gulf Bcstg. Co., Ltd.
Business-Studio Address.....218 Water St.
Phone Number.....792-3, 493
Transmitter Location.....Read's Corner, 2 Mi. E. of Summerside
Air Time.....7:30 a.m.-9 p.m.
News Service .....BUP
Transcription Service.....World, All-Canada, Guild Radio Features
Representative .....Radio Reps.
Membership .....CAB
President.....H. E. Gaudet
Sta.-Comm. Mgr., Chief Engineer..A. G. Rogers
Program Director.....L. C. Dunfield
Chief Announcer.....R. C. Schurman

# QUEBEC

## CHAD

### AMOS—1942

Frequency: 1340 Kc.....Power: 250 Watts
Owned-Operated By.....Radio NORD, Inc.
Business Address .....Rouyn
Studio Address....Reilly Block Bldg., Main St., Capitol Theatre Bldg.
Transmitter Location .....Amos
Air Time .....7 a.m.-M.
Representative.....Natl. Bcst. Sales, Weed
Membership .....CAB, BMB
President.....David Armand Gourd
Station Manager.....Joseph Duguay

## CBJ

### CHICOUTIMI—1933
### TRANS-CANADA—CBC-FRENCH

Frequency: 1580 Kc.....Power: 10,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business-Studio Address.....286A Racine St.
Phone Number .....814, 155
Transmitter Location.....4 Larouche Ave.
Air Time .....Unlimited
News Service.....PN, BUP, Reuters
Representative .....CBC
Membership .....BMB
Pres. (CBC), Gen. Mgr.....Dr. Augustin Frigon
Commercial Manager.....M. Valiquette
Program Director.....M. Ouimet
Supervisor of Press & Information Service .....J. Saint-Georges
Supervising Bcst. Operator.....J. E. Roberts

# CHEF

## GRANBY—1945

Frequency: 1450 Kc.....Power: 250 Watts
Owned-Operated By....The Granby Bcstg. Co.
Business-Studio Address.....7 Johnson St.
Phone Number.....353, 392
Transmitter Location.....Abbotsford Rd.
Air Time.....6 a.m.-M.
News Service.....AP, PN
Transcription Service.....World, UTS
Representative .....Radio Reps.
Membership .... .....CAB, BBM
General-Station Mgr. Chief Engineer .....Gerard Laliberte

# CKCH

## HULL—1933—CBC-FRENCH

Frequency: 970 Kc.....Power: 1000 Watts
Owned-Oper. By....Syndiat d'Ouvres Sociales Ltée.
Business Address.....121 Notre-Dame St.
Phone Number .....2-1701
Studio Address .....Hull
Transmitter Location.....Chelsea Rd.
Air Time ..... .....Unlimited
News Service.....PN, Reuters
Transcription Service .....Thesaurus
Representative .....Young, Renaud
Membership .....CAB, BBM
President.....L. J. Billy
General Manager.....Aurele Gratton
Commercial Prom. Mgr.....Raymond Benoit
Sales Prom. Manager.....Ernest Lalonde
Program Director.....Georges Francon
Chief Engineer.....Max Gebhardt

# CKRS

## JONQUIERE—1947

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Operated By.....Henri Lepage
Business Address.....223 St. Dominique St.
Air Time .....Unlimited
Representative .....Hardy, Young
President .....Henri Lepage
Manager .....Gaston Voyer

# CKBL

## MATANE

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Operated By.....Roger Bergeron
Business-Studio Address.....St. Jerome St.
Air Time .....Unlimited
News Service .....PN
Transcription Service .....World
Representative .....Renaud
Gen.-Prom. Mgr., Prog. Dir.....Roger Bergeron
Commercial Manager.....Rene Lapointe
Chief Engineer.....Paul Duberger

# CBF

## MONTREAL—1937
## MONTREAL-CBC-FRENCH

Frequency: 690 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address..1231 St. Catherine St. W.
Phone Number.....PLateau 7161
Transmitter Location .....Vercheres
Air Time .....Unlimited
News Service.....PN, BUP, Reuters
Membership .....BMB
Pres. (CBC), Gen. Mgr.....Dr. Augustin Frigon
Commercial Manager.....M. Valiquette
Program Director.....Marcel Ouimet
Supervisor of Press & Information Service .....J. Saint-Georges
Chief Engineer.....H. Audet

# CBM

## MONTREAL—1937
## TRANS-CANADA

Frequency: 940 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address..1231 St. Catherine St. W.
Phone Number.....PLateau 7161
Transmitter Location .....Marieville
Air Time .....Unlimited
News Service.....CP, BUP, Reuters
Membership .....BMB
Pres. (CBC), Gen. Mgr.....Dr. Augustin Frigon
Commercial Manager.....M. Valiquette
Program Director.....W. J. O'Reilly
Supvr. of Press & Information..J. Saint-Georges
Chief Operator.....E. D. Roberts

# CFCF

## MONTREAL—1919
## ABC-CBC-DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By.....Canadian Marconi Co.
Bus.-Studio Address..1231 St. Catherine St. W.
Phone Number.....PLateau 2577
Transmitter Location.....St. Genevieve
Air Time.....6:30 a.m.-M.
News Service.....BUP, PN
Transcription Service .....Thesaurus
Representative .....Weed, All-Canada
Membership .....CAB, BBM
Bcstg. Manager.....W. Victor George
Station Manager.....Gordon F. Keeble
Program Director.....H. H. Hewetson
Chief Engineer.....John Gettenby

# CHLP

## MONTREAL—1933

Frequency: 1410 Kc.....Power: 1000 Watts
Owned-Oper. By..La Patrie Publishing Co., Ltd.
Address.....Sun Life Bldg., Dominion Sq.

Transmitter Location .....Laprairie
Air Time .....Unlimited
News Service .....PN
Transcription Service....Standard, Associated
Representative .....Alexander, McGillvra
Membership .....CAB
Pres., Gen. Mgr....Hon. Sen. P. R. DuTremblay
Station Mgr.-Dir.....C. A. Berthiaune
Comm.-Sales Prom. Mgr.....Simon Gendron
Prog.-Prod.-Music Director.....Andre Chabot
Publicity Director.....Armand Goulet
Chief Engineer.....Alphonse Cloutier

# CJAD

## MONTREAL—1945

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CJAD, Ltd.
Business-Studio Address....1191 Mountain St.
Phone Number.....Plateau 1805
Transmitter Location .....MacKayville
Air Time .....Unlimited
News Service.....CP, BUP, CN
Transcription Service...Lang-Worth, Standard, World, Associated
Representative.....Young, Natl. Bcst. Sales
Membership .....BBM
Pres., Gen.-Sta.-Comm. Mgr.....J. Art. Dupont
Program Director.....Ron Morrier
Chief Engineer.....A. K. Taylor

# CKAC

## MONTREAL—1922—CBS

Frequency: 730 Kc.....Power: 10,000 Watts d.; 5000 Watts n.
Owned-Oper. By.....La Cie. De Publication, La Presse, Ltée.
Address.....980 Stes. Catherine St., W.
Phone Number.....MArquette 3611
Transmitter Location.....St. Hyacinthe
Air Time .....Unlimited
News Service.....BUP, Reuters
Transcription Service.....UTS, Lang-Worth, World
Representative .....Young, Wright
Membership .....CAB
Pres., Gen. Mgr.....Sen. P. R. Du Tremblay
Station Mgr.....Phil Lalonde
Commercial Manager.....Georges Bourassa
Sales Prom. Manager.....Robert Jouglet
Program Director.....Ferdinand Biondi
Production Director.....Gernard Goulet
Publicity Director.....Marcel Theoret
Chief Engineer.....Leonard Spencer

# CHNC

## NEW CARLISLE—1933—CBC

Frequency: 610 Kc.....Power: 5000 Watts
Owned By.....Gaspesia Radio Bcstg. Co.
Operated By.....Radio Station CHNC
Business-Studio Address.....Main St.
Phone Number .....64
Transmitter Location....Barachois de Pasébiac
Air Time.....6:30 a.m.-11 p.m.
Representative .....Hardy, Young
Membership .....BBM, CAB
President.....Dr. Charles E. Dumont
General Mgr.....Dr. Charles Houde
Station-Comm. Manager.....Viateur Bernard
Chief Engineer.....Gordon S. Coleman

# CBV

## QUEBEC CITY—1934—CBC-FRENCH

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Business Address....1231 St. Catherine St. W.
Phone Number .....5-8155
Studio Address.....Palais Montcalm
Transmitter Location .....Charlesbourg
Air Time.....7:30 a.m.-M.
News Service.....CP, BUP
Chmn..., Bd. of Governors.....A. D. Dunton
General Manager.....A. Frigon
Station Manager.....Guy Dumais
Comm. Mgr. (French Net)...Maurice Valiquette
Prog. Dir. (French Net).....Marcel Ouimet
Spvr. of Presentation.....Roger Daveluy
Pub. Dir. (French Net).....Jean Saint-Georges
Chief Engineer.....Gordon W. Olive

# CHRC

## QUEBEC CITY—1936

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHRC, Limitée
Address.....39 St. Jean
Phone Number .....2-8177
Transmitter Location .....Charny
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service..Lang-Worth, Thesaurus
Representative .....Young, Hardy
President .....Herve Baribeau
General Manager.....Henri Lepage
Commercial Manager.....Aurele Pellitier
Program Director.....Marcel Leboeuf
Program Manager.....Jean Bender
Chief Engineer.....Arsene Nadeau

# CKCV

## QUEBEC CITY—1924—CBC-FRENCH

Frequency: 1280 Kc.....Power: 1000 Watts
Owned-Operated By.....CKVC, Ltd.
Business-Studio Address.....142 St. John St.
Phone Number .....2-1585
Transmitter Location...St. Louis Rd., Ste. Foye
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, UTS
Representative .....Renaud, Weed
President .....Gaston Pratte
General-Station Manager.....Paul Lepage

Commercial Manager.....Lucien A. Bernier
Program Director.....Marcel Leboeuf
Publicity Director.....Jean Bender
Chief Engineer.....Albert DuBerger

# CJBR

## RIMOUSKI—1937—CBC-FRENCH

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By....The Central Public Service Corp., Ltd.
Address.....1 St. John St.
Phone Number .....396
Transmitter Location.....Notre-Dame du Sacre Coeur
Air Time .....Unlimited
News Service .....PN
Transcription Service.....United, Standard
Representative .....Stovin, Young
Membership .....BBM
President.....J. A. Brillant
Manager .....Guy Caron
Commercial Manager.....Andre Lecomte
Program Director.....Francois Raymond
Chief Engineer.....F. C. Daok

# CFJP

## RIVIERE-DU-LOUP—1947

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Radio Temiscouata Ltée.
Business Address.....203 Lafontaine St.
Phone Number .....536
Representative .....Renaud, Young
Asst. Manager.....Bertran Polvin
Comm. Manager.....Henri Legueux
Prom. Mgrs...Henri Boudeaux, Yves Marchand
Chief Engineer.....Raymond Lavoie

# CKRN

## ROUYN—1939—CBC-FRENCH

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Oper. By.....Northern Radio, Inc.
Bus.-Studio Address.....Reilly Block Bldg.
Transmitter Location .....Rouyn
Air Time .....Unlimited
News Service .....PN
Representative.....Natl. Bcst. Sales, Weed
Membership .....CAB, BMB
President.....David A. Gourd
General Mgr.....Jacques A. Thivierse
Chief Engineer.....George H. Pope

# CHLT

## SHERBROOKE—1937—CBC-FRENCH

Frequency: 900 Kc.....Power: 1000 Watts
Owned-Operated By.....La Tribune, Ltd.
Business-Studio Address.....3 Marquette St.
Phone Number .....2071
Transmitter Location...King St., E. Sherbrooke
Air Time .....Unlimited
Transcription Service...World, UTS, Thesaurus
Representative .....Hardy
President.....Hon. Jacob Nicol
General Manager.....A. Gauthier
Prog. Dir., Prom. Mgr.....J. L. Gauthier
Commercial Manager.....Leon Lorrain
Chief Engineer.....Romeo Paquette

# CKTS

## SHERBROOKE—1946—DOMINION

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Telegram Printing & Publishing Co., Ltd.
Business-Studio Address.....3 Marquette St.
Phone Number .....2071
Transmitter Location...King St., E. Sherbrooke
Air Time .....Unlimited
Transcription Service.....Thesaurus, United, World
News Service .....CBC
Representative .....Radio Representatives
President.....Senator C. B. Howard
General Manager.....A. Gauthier
Prog.-Pub. Director.....J. L. Gauthier
Commercial Manager.....Leon Lorrain
Chief Engineer.....R. Paquette

# CJSO

## SOREL—1945

Frequency: 1400 Kc.....Power: 250 Watts
Owned-Operated By.....Radio Richelieu, Ltd.
Business Address.....72 Rue Du Roi
Phone Number .....318
Transmitter Location.....National Hway.
Air Time..... 7a.m.-11 p.m.
News Service .....PN
Transcription Service.....World, SESAC
Representative .....Renaud
Membership .....BBM
General Manager.....Maurice Boulianne
Program Director.....Wilfrid Mondoux
Prom. Manager.....Jacques Tremblay
Chief Engineer.....Joseph Cardin

# CHLN

## THREE—RIVERS—1937

Frequency: 550 Kc.....Power: 1000 Watts
Owned-Oper. By.....Le Nouvelliste, Lté.
Bus.-Studio Address....Chateau de Blois Hotel
Phone Number .....4500
Transmitter Location.....Montreal Hway.
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, UTS
Representative .....Hardy, Young
Membership .....CAB, BBM
Station Manager.....Léon Trépanier

## CKVD

### VAL D'OR—1939

Frequency: 1230 Kc.....Power: 100 Watts
Owned-Oper. By.....Northern Radio, Inc.
Bus. Address.....Reilly Block, Rouyn
Phone Number.....TA 7245
Transmitter Location.....Val d'Or
Air Time .....Unlimited
Representative.....Natl. Bcst. Sales, Weed
Membership .....CAB
President.....David A. Gourd
Station Manager.....Louis Hiller

## CKVL

### VERDUN—1946

Frequency: 980 Kc.....Power: 1000 Watts
Owned-Operated By.....J. Teitolman
Business Address.....211 Gordon Ave.
Phone Number.....York 3696
News Service.....PN, BUP
Transcription Service.....Lang-Worth, United
Representative .....Stovin, Cooke
President .....J. Teitolman
Station Manager.....Corray Thomson

# SASKATCHEWAN

## CHAB

### MOOSE JAW—1924
### CBC-DOMINION

Frequency: 800 Kc.....Power: 5000 Watts
Owned-Operated By.....CHAB, Ltd.
Bus.-Studio Address.....Grant Hall Hotel
Phone Number .....3282
Transmitter Location .....Boharm
Air Time .....Unlimited
News Service .....PN
Transcription Service.....Lang-Worth, Cole
Representative .....Stovin, Weed
Membership .....CAB, BBM
General Manager.....J. S. Boyling
Commercial Manager.....Lloyd Crittendon
Promotion Manager.....C. H. Witney
Production Manager.....Bob Burton
Program Director.....Jim Cloak
Chief Engineer.....M. Pickford

## CJNB

### NORTH BATTLEFORD—1946

Frequency: 1240 Kc.....Power: 250 Watts
Owned-Oper. By.....Northwestern Bcstg. Co.
Bus.-Studio Address.....Sallows & Boyd Bldg.
Phone Number .....2373
Transmitter Location.....No. Battleford
Air Time .....Unlimited
Transcription Service.....World, United
Representative .....Stovin
Membership .....CAB
Manager.....Jack H. Coalston
Comm. Manager.....C. W. H. Hill

## CKBI

### PRINCE ALBERT—1927—DOMINION

Frequency: 900 Kc.....Power: 5000 Watts
Owned-Oper. By.....Central Bcstg. Co., Ltd.
Bus.-Studio Address.....Sanderson Block
Phone Number .....2621
Transmitter Location...7 Mi. S. of Prince Albert
Air Time .....Unlimited
News Service .....PN
Transcription Service .....Thesaurus
Representative .....All-Canada, Weed
Membership .....CAB, BBM
General-Station Mgr.....E. A. Rawlinson
Comm.-Sales Prom. Mgr.....Gerald Prest
Program Director.....K. F. Davey
Chief Engineer.....Tom Van Nes

## CKCK

### REGINA—1922—TRANS-CANADA

Frequency: 620 Kc.....Power: 5000 Watts
Owned-Operated By.....Leader-Post, Ltd.
Bus.-Studio Address.....Leader-Post Bldg.
Phone Number .....8525
Transmitter Location.....8 Mi. S. of city
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service.....Thesaurus, Cole
Representative .....All-Canada, Weed
Membership .....CAB, BBM
President.....Victor M. Sifton
General Manager.....Harold A. Crittenden
Commercial Manager.....Gil Seabrook
Sales Prom. Manager.....Kenneth E. Compton
Program Director.....Wilf Collier
Chief Engineer.....E. A. Strong

## CKRM

### REGINA—1926—DOMINION-CBC

Frequency: 980 Kc.....Power: 5000 Watts
Owned By.....Trans-Canada Communictions, Ltd.
Operated By.....All-Canada Radio Facilities
Bus.-Studio Address.....Fidelity Life Bldg.
Phone Number .....7631
Transmitter Location .....Rowatt
Air Time .....Unlimited
News Service .....CP
Transcription Service .....Lang-Worth
Representative .....All-Canada

Membership .....CAB
Station Manager.....Stuart MacKay
Commercial Manager.....Don Oakes
Pub. Dir., Sales Prom. Mgr.....F. Laight
Program Director.....W. L. Walker
Chief Engineer.....William MacDonald

## CFQC

### SASKATOON—1923—DOMINION

Frequency: 600 Kc.....Power: 5000 Watts
Owned-Oper. By....A. A. Murphy & Sons, Ltd.
Bus.-Studio Address.....216 1st Ave., N.
Phone Number .....7917
Transmitter Location....3 Mi. W. of Saskatoon, Hway. No. 11
Air Time .....Unlimited
News Service.....BUP, PN
Transcription Service....Thesaurus, Standard, Lang-Worth, Cole
Representative.....Radio Reps., Young
President.....A. A. Murphy
Gen.-Comm. Manager.....Vernon Dallin
Program Director.....Wilfred Gilbey
Chief Engineer.....Lyn Hoskins

## CBK

### WATROUS—1939
### TRANS-CANADA

Frequency: 540 Kc.....Power: 50,000 Watts
Owned-Oper. By.....Canadian Bcstg. Corp.
Bus.-Studio Address...300 Manitoba Telephone Bldg.
Phone Number .....97261
Transmitter Location .....Watrous
Air Time .....Unlimited
News Service.....PN, BUP, Reuters
Representative .....CBC
Membership .....BMB
Commercial Manager.....E. A. Weir

## CJGX

### YORKTON—1927—DOMINION

Frequency: 940 Kc.....Power: 1000 Watts
Owned-Oper. By.....Yorkton Bcstg. Co., Ltd.
Bus.-Studio Address.....Smith-McKay Bldg.
Phone Number .....324
Transmitter Location.....¼ Mi. E. of Yorkton on Hway. No. 14
Air Time .....Unlimited
News Service .....PN
Transcription Service.....World, Cole, SESAC
Representative .....Stovin, Young
Membership .....CAB, BBM
President .....Dawson Richardson
General Manager.....K. S. Parton
Commercial Manager.....J. M. Shortreed
Vice President.....F. K. Tully
Program Director.....William Liska
Promotion Manager.....Jack Goodman
Chief Engineer.....Arthur Mills

For News Prestige—

AP

Available through membership

It's a great new **WORLD** Library

HERE'S
**SHOWMANSHIP**
THAT PAYS OFF IN
**SPONSORSHIP!**

- New Commercial Stars!
- New Commercial Scripts!
- New Commercial Selections!
- New Commercial Timings!
- New Commercial Production Aids!
- New Commercial Audition Discs!
- New Commercial Promotions!

*That's why commercial sponsorship of WORLD shows is zooming!*

# WORLD

*the Sponsored Library*

WORLD BROADCASTING SYSTEM, INC.
*An Affiliate of Frederic W. Ziv Company*
501 MADISON AVE., NEW YORK 22, N. Y.

MAKE "WATCH WORLD" YOUR "WATCH WORD!"

# PRODUCTION

## Radio & Television

*Program Producers*

•

*Transcription Companies*

•

*Recording Companies*

•

*Music*

JERRY DEVINE

"THIS IS YOUR FBI"

MEMBER

RADIO WRITERS GUILD

RADIO AND TELEVISION DIRECTORS GUILD

# RADIO—TELEVISION PROGRAM PRODUCERS

### *A.B.T. Productions, Inc.*

460 West 54th St., New York 19, N. Y. Phone, COlumbus 5-7200. Chmn. of Bd., Charles L. O'Reilly; Pres., J. Louis Geller; V.P., Ira H. Simmons; Dir. of Films, Stanley Simmons; Asst. to Prod., Elizabeth Cooper; Musical Dir., Nathaniel Shilkret. SERVICES OFFERED: Producers of TV motion pictures and live shows, commercial and theatrical motion pictures.

### *Paul F. Adler Associates*

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-1668. SERVICES OFFERED: Sales and production of live and transcribed programs. Representatives for Mayfair Transcription Co. vehicles including The Alan Ladd program, "Box 13," "Damon Runyon Theatre," "Chuckwagon Jamboree," etc. Act in advisory capacity for stations and agencies.

### *Advance Television Picture Service, Inc.*

729 Seventh Ave., New York 19, N. Y. Phone, COlumbus 5-5400. President, Chas. A. Alicoate; Secretary-Treasurer, F. E. Miles. SERVICES OFFERED: Producers and distributors of films, features, shorts and package films for television.

### *Advertisers Recordings Limited*

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone Marquette 6368. President-General Manager, Walter P. Downs; Secretary, Marjorie C. McKeown. SERVICES OFFERED: Transcription and private wire service.

### *Advertisers Recording Service, Inc.*

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-0141-2. President, James A. Miller; Secretary, E. B. McCutcheon. SERVICES OFFERED: Program production, Millertape editing, wax and instantaneous recording, studio rental, phonograph records (vinylite).

### *Affiliated Program Service, Inc.*

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-1668. Paul F. Adler, Manager. SERVICES OFFERED: Production of live and transcribed programs.

### *Air Features, Inc.*

247 Park Ave., New York 17, N. Y. Phone, PLaza 5-2700. SERVICES OFFERED: Radio Program Producers.

### *Alton Alexander Productions*

825 W. 187th St., New York 33, N. Y. Phone, LOrraine 8-3100. Manager Lottie Ritter; President, Alton G. Alexander. SERVICES OFFERED: Complete production service for the advertising agency—Scripts, commercials and direction for radio & TV.

### *Ambassador Films, Inc.*

1600 Broadway, New York 19, N. Y. Phone, CI 5-4994. Eugen Sharin, President; Steven Vas, Story Editor; Stephanie Schmidt-Gentner, Producer (Europe). SERVICES OFFERED: Television productions. Specialties: Vienna Philharmonic; Vienna Symphony; Vienna Choir Boys; La Scala Opera Films; Puppet Plays.

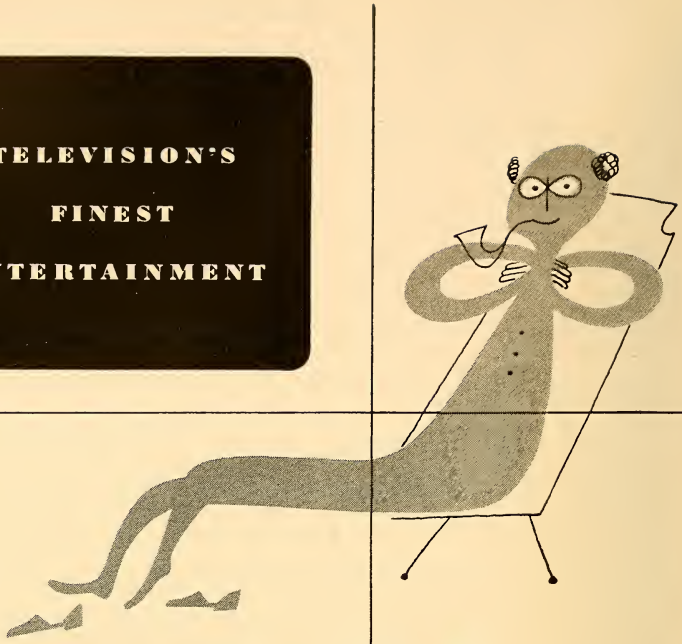
### *American Institute of Food Products, Inc.*

509 Madison Ave., New York 22, N. Y. Phone, MU 8-4900. General Manager, Robert A. Bories; Sales Mgr., Robert A. White. SERVICES OFFERED: Women's participating programs for food and home product advertisers. Each program backed by merchandising service to the grocery trade in area where we operate.

### *American-Jewish Broadcasting Co., Inc.*

86 Chambers St., New York 7, N. Y. Phones, WOrth 2-3322, REctor 2-5341. President, Herman Younglieb. SERVICES OFFERED: Program production,

TELEVISION'S
FINEST
ENTERTAINMENT



170 SOUTH BEVERLY DRIVE • BEVERLY HILLS, CALIF.

script and transcription library. All foreign languages; specializing in American-Jewish field.

●

### American Royal Productions

7928 Michigan Ave., Oakland 5, Calif. Phone, Lockhaven 8-8698. Scott Weakley, Manager. SERVICES OFFERED: Custom-built production and recording service, survey and market analysis service, public relations counsel.

●

### Arts Recording Studios

29 West 57th St., New York 19, N. Y. Phone, PLaza 8-0407. Owner-Chief Engineer, John R. Cieferskor; Associate Engineer, Earl E. Welch; Secretary, M. Wankel. SERVICES OFFERED: Production of transcribed programs, scripts, foreign language talent, record pressings.

●

### Associated Broadcast Advertising Co.

430 South Western Ave., Los Angeles 5, Calif. Phone, DUnkirk 8-2972. Irwin T. Porter, Partner & Advertising Manager, Publicity Director; Gertrude T. Porter, Partner & Program Manager, Director Research Dept. SERVICES OFFERED: Scripts, from miniature 5-minute programs to half hour shows; also spot announcements. Promotion, programming, production, and merchandising. Several participation shows available.

●

### Associated Program Service (Div. of Muzak Corp.)

151 West 46th St., New York 19, N. Y. Phone, PLaza 7-7710. Richard S. Testut, Vice Pres. & General Manager; Bert C. Lown, Vice Pres. Chg. Station Relations; John R. Andrus, Vice Pres. & Treasurer; Andrew M. Wiswell, Vice Pres. & Recording Director; Clifford E. Greenland, Commercial Manager; James W. Lucas, Program Director. SERVICES OFFERED: Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.

●

### Associated Radio-Television Productions

Empire State Bldg., New York 18, New York. Phone, LOngacre 3-7290. President, Jay E. Kashuk; Vice-President and Secretary, Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Production of television film.

●

### B-C Productions

6615 Padre Terrace, Hollywood 28, Calif. Phone, Hillside 1310. Mal Boyd, Stanley Cowan. SERVICES OFFERED: Producers of "Punch With Buddy," starring Buddy Rogers on KLAC-TV.

●

### Ann Barbinel

54 Riverside Drive, New York 24, N. Y. Phone, ENdicott 2-4351. Pres., Ann Barbinel. SERVICES OFFERED: Creating—producing—directing custom built package shows for radio and television.

●

### Basch Radio & Television Productions

17 East 45th St., New York 17, N. Y. Phone, MUrray Hill 2-8877. Sales Manager, Charles J. Basch, Jr. SERVICES OFFERED: Complete program building service; ideas, scripts, talent and production on live and transcribed programs; custom and syndicated recordings; television programs and commercial spots, live and film.

●

### Bass & Co., Inc.

2 Stone St., New York 4, N. Y. Phone, WH 3-0580. Sydney Bass, President; David J. Gallagher, Vice-President; Milton Bass, Secretary-Treasurer. SERVICES OFFERED: Foreign and domestic market research and analysis, industrial equipment marketing, advertising placement, advertising copy layout, studies on organizational problems and procedures, radio productions, industrial motion pictures and slide films.

●

### Walter Batchelor Agency

30 Rockefeller Plaza, New York 20, N. Y. Phone, CIrcle 6-4224-5-6-7-8. President, Walter Batchelor; Secretary, Henry H. Dagand; Attorney, Martin J. Desmoni. SERVICES OFFERED: Radio & TV package shows.

●

### Zach Baym

114 Grafton St., Brooklyn 12, N. Y. Phone, DIckens 2-0243. SERVICES OFFERED: 200 television shows available on 16 mm. film. These shows range in running time from 3 minutes to an hour. Subject matter includes: musicals, sports, comedy, cartoons, documentary, and travel.

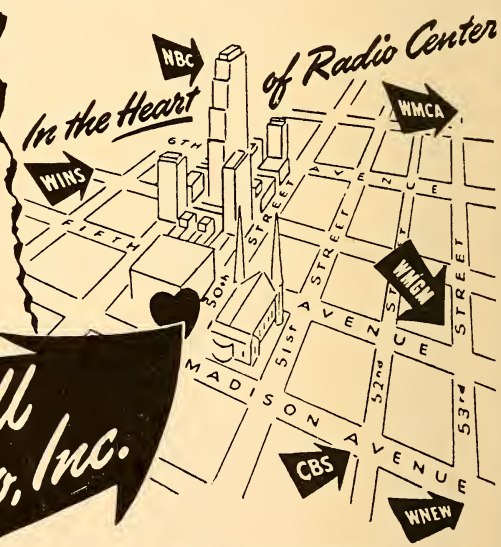
# *Stanley J. Wolf*

# RADIO PRODUCTIONS

LIVE AND TRANSCRIBED

★ ★ ★

1. Modern high-fidelity recording equipment.
2. Air, line, and studio transcriptions. 24 hour service.
3. Luxurious studio, Johns-Manville acoustics, completely equipped for all kinds of radio production.
4. "Next door" location. Immediate delivery.




## *Rockhill Radio, Inc.*

**18 East 50th**
**ELdorado 5-1860**

### *Beck Studios, Inc.*

Lyceum Theater, Minneapolis 3, Minn. Phone, Lincoln 4708. Executive Director, Joseph H. Beck; William E. Gage, Technical Supervisor; Ernest S. Colling, Program Director; Mel Jass, Sales Promotion. SERVICES OFFERED: TV package program service. Live productions and films, features and commercials. Full studio and camera facilities, staff of nine tv-experienced program directors and seven tv engineers. Prior tv rights to Lyceum Theater, Upper Midwest's leading legit playhouse.

•

### *V. S. Becker Advertising Service*

562 Fifth Ave., New York 19, N. Y. Phone, LUxemburg 2-1040. Viola S. Becker, Owner. SERVICES OFFERED: Production of package shows and spots for Radio, Television programs. Representatives of Talent, Writers and original ideas for Radio, Television, Motion Pictures and Sales Promotion.

•

### *George R. Bentel & Assoc.*

6606 Sunset Blvd., Hollywood 28, Calif. Phone, GRanite 8608. George Bentel, President; Harvey Parry, Bill Kelso, Dolph Zimmer, Associates. SERVICES OFFERED: International play brokers, radio & television packages, representing world famous authors and their works in all markets.

•

### *Walter Biddick Company*

**(Radio Programs Division)**

1151 South Broadway, Los Angeles 15, Calif. Phone, RIchmond 6184. Guy M. Biddick, Mgr.; Mildred V. Biddick, Asst. Mgr.; Burt Zoul, Traveling Representative. SERVICES OFFERED: Preparing and recording spot announcements for your own individual requirements. Selling ½ min. transcribed spot announcements already prepared for various type businesses. Selling quarter hour transcribed programs. Transcribed Sacred Music Libraries sold outright.

•

### *Ford Bond Radio Productions, Inc.*

810 RCA Bldg., W., New York 20, N. Y. Phone, CIrcle 7-2236. President, Ford Bond; Sales Mgr., W. C. Bond. SERVICES OFFERED: TV productions on 16 mm. films. Treasure Island available in 30-15 min. episodes. Specializing in open-end, transcribed programs. "Music Hall of Fame," quarter-hour, big-name musical, 52 shows available; Howard and Shelton, "Fun At Breakfast," 5-minutes, 325 shows available. "Rod Hendrickson," 15-minutes, homey philosophy, 260 shows available.

•

### *Mal Boyd-Robert Joseph Productions*

4457 Farmdale Ave., North Hollywood, Calif. Phone, SU 11331. SERVICES OFFERED: Production and packaging of tele shows; "Hollywood in Three Dimensions," (film industry public relations TV show); "TELevent," (15-minute news summary show); "Television Theater Players," (Stock company weekly show, using same performers in a 26-unit series 15-minute original playlet).

•

### *Richard Bradley Associates*

540 North Michigan Ave., Chicago 11, Ill. Phone, Whi. 4-5543. Richard Bradley, President; B. J. Tunick, Secretary-Treasurer; Leo Rabens, Office Manager; Merrill W. Fugit, Program Exec. and Dir. of Radio Sales; Warren Ketter, Promotion Director. SERVICES OFFERED: General advertising service, specializing in radio advertising, television accounts, etc.

•

### *Ruth & Gilbert Braun*

130 E. 40th St., New York 16, N. Y. Phone, SChuyler 4-8896. Gilbert Zraun, Program Producer; Ruth Braun, Director. SERVICES OFFERED: Package shows, live and transcribed; ideas, scripts, production for radio.

•

### *Bob Bright Productions*

509 Fifth Ave., New York 17, N. Y. Phone, VAnderbilt 6-0890. Bob Bright, Owner, Producer. SERVICES OFFERED: Radio and TV shows. Programs created.

•

### *Broadcast Productions Corp.*

25 East Jackson Blvd., Chicago 4, Ill. Phone, Wabash 0711. President, John Stamford; Vice-President, John Stamford, Jr.; Secretary - Treasurer, Loretta Clusman. SERVICES OFFERED: School of radio announcing, acting, singing, record jockeying, program production. Also producers of radio programs, live and transcribed. Auditions, recordings and transcriptions. Script service.

•

### *Broadcasters Program Syndicate*

2217 Maraville Dr., Hollywood 28, Calif. Phone, Hollywood 5869. Bruce Eells & Associates. SERVICES OFFERED: Cooperative program syndication via transcription on a cost-plus basis for radio stations.

# FOR EFFECTIVE RADIO ADVERTISING

**In the world's biggest market**

## • You Need This •

**"Luncheon Club"**
starring JOHNNY OLSEN
WMGM 12:30-1 P.M.
Monday-Friday

**"Prince Charming"**
starring JOHNNY OLSEN
WOR 4:30-5 P.M.
Monday-Friday

**"Ted Husing Bandstand"**
(Grocery Hour 10-11 A.M.)
starring TED HUSING
WMGM Monday-Friday

. . . and coming up . . .

**"Sports Quiz"**
starring JOE WILLIAMS

**"Gloria Vanderbilt At Home"**
starring
GLORIA VANDERBILT

and A NEW IDEA IN TV
ENTERTAINMENT — watch for it!

## • PLUS THIS: •

FREE MERCHANDISING SERVICE
FOR PARTICIPATING SPONSORS

Our six man field staff
works
for
you

SUPER MARKET, CHAIN BUYERS CONTACTED FOR

- Valuable advertising features
- Special sales and displays
- New Outlets

FOR THE FULL STORY CALL
Bob Bories or Bob White MU 8-4900

# AMERICAN INSTITUTE OF FOOD PRODUCTS

509 MADISON AVENUE, New York 22, N. Y.

### *Bureau of Allied Arts*

1650 Broadway, New York 19, N. Y. Phone, PL. 7-8594, CO. 5-0371. Hal Halpern, General Mgr.; Paul Kalet, Exec. Sec. SERVICES OFFERED: Package productions for TV, live and film; industrial film strips; open end transcriptions; personal representation and management, promotion.

•

### *Allyn Butterfield Prod.*

6823 Santa Monica Blvd., Hollywood 38, Calif. Phone, Hollywood 3961. Allyn Butterfield, Owner, Producer in Charge; Jacques Jaccard, Director; Leslie Swabacker, Writer; Alan Stensvold, Technical Supervisor; Frank King, Cameraman; Edward Biery, Jr., Film Editor; Leslie Kaufman, Publicity; Martin Gosch (Savoy Plaza, N. Y.), Sales & Distribution. SERVICES OFFERED. Television production exclusively; complete facilities for custom built on film television productions; 25 years experience with major studios. Member Television Film Producers Association, Hollywood.

•

### *Byron Productions Co.*

730 Fifth Ave., New York 19, N. Y. Phone, CIrcle 6-2677. Owner-President, Edward A. Byron. SERVICES OFFERED: Package producers.

•

### *The Cardinal Co.*

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HEmpstead 1177. Joseph F. MacCaughtry, Pres., Gen. Mgr.; G. L. MacCaughtry, V.P.; Joseph T. Scott, Sec.-Treas. SERVICES OFFERED: Radio & TV transcriptions, program productions, script service.

•

### *Garry J. Carter of Canada, Ltd.*

394 Bay St., Toronto, Ont., Can. Phone, Waverley 4635. Garry J. Carter, President; Bob Howe, Asst. to President; Lloyd Coutts, Acct. Exec. SERVICES OFFERED: Radio production, transcriptions, time placement, talent.

•

### *The Bruce Chapman Co.*

145 West 41st St., New York 18, N. Y. Phone, WIsconsin 7-9244. President, Bruce Chapman; Vice-Pres. and Treasurer, Edna Chapman; Sales Promotion Manager, Quentin Gulliver; Program Manager, Dan Morley; Editor, Fletcher Coates; Production Manager, Alan Oak; Research Director, Edythe Roberts; Office Manager, Anna Levy. SERVICES OFFERED: Program production, commercial scripts, package shows.

### *Mary D. Chase Productions*

875 Fifth Ave., New York 21, N. Y. Phone REgent 7-1120, REgent 4-4232. Mary D. Chase, Program Producer. SERVICES OFFERED: Package shows (live, transcribed, filmed), ideas, scripts, production for radio and television.

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### *Eddie Chevie Productions*

Associate Jack Kurtze Agency, 214 North Canon Drive, Beverly Hills, Calif. Phone, Crestview 4-5403. Eddie Chevie, charge of production. SERVICES OFFERED: "Poor Miriam," starring Joan Leslie; "Officer O'Toole" for Barry Fitzgerald; "Women Make Headlines"; "Wings Over America" with Roy Knuebenshue, First American to Fly an Airship. Script, talent, production, direction. Outlet for 20th Century Writers Guild.

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### *Cineffects, Inc.*

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-0951-2-3-4. Nathan Sobel, President; Isaac Hecht, Secretary-Treasurer. SERVICES OFFERED: Special optical effects, photography of titles, animation, trailers, song reels, slide films, television presentations in 16 and 35 mm. black and white and 16 mm. Kodachrome.

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### *Leslie Clucas*

333 North Michigan Ave., Chicago 1, Ill. Phone, Franklin 7100. BRANCH OFFICES: 6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Hollywood 5111. Owner, Leslie Clucas. SERVICES OFFERED: Production of live "packaged" musical and dramatic shows, which include writing, production, musicians, conductor and arrangements, actors, announcer, and all other talent.

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### *Ted Collins Corporation*

1819 Broadway, New York 23, N. Y. Phone, CIrcle 7-0094. President, Program Director and Producer, Ted Collins; Talent-Production, Sam Schiff; Publicity, David O. Alber; Musical Director, Jack Miller. SERVICES OFFERED: Program building and producing.

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### *Russell C. Comer Adv. Co.*

15 West 10th St., Kansas City 6, Mo. Phone, HArrison 3964. Partner, Russell C. Comer; Partner, Ruth Eloise Comer; Production Manager, John C. Fehlandt; Office Manager, Daniel C. Martin; Mgr., Transcription Dept. & Recording Engineer, Bill L. Godden. SERVICES OFFERED: Custom-built transcribed shows. Complete recording facilities—air-conditioned studio. Production of syndicated programs and serials.

# *The BEST In*
# TRANSCRIBED PROGRAMS

For 18 years we have served agencies, stations, and sponsors. Our transcribed programs play on about 700 stations. If the type of show you wish is not listed below, let us build it for you.

## SYNDICATED SHOWS NOW AVAILABLE

**"THE SPICE OF LIFE"** ..... **39 ½-hour shows**
*Musical variety show, big cast, completely in rhyme! Terrific!*

**"THE FAMILY ALBUM"** ..... **78 ¼-hour shows**
*Musical, starring Gene Jones, The Girl Friends, Don Hicks, Hal Freede*

**"GLORIA CARROLL ENTERTAINS"** ..... **78 ¼-hour shows**
*Starring Gloria Carroll, and Frank Bell and "The Belltones"*

**"THE BAND CONCERT"** ..... **26 ¼-hour shows**
*England's greatest concert bands, superbly recorded*

**"THE ADDISON PELLETIER SHOW"** ..... **130 ¼-hour shows**
*The most amazing feminine-audience program in broadcasting*

**"EAT-ITORIALLY SPEAKING"** ..... **78 ¼-hour shows**
*Starring Dick Stone in the most unusual food program in the country*

**"ADVENTURES OF BUDDY BEAR"** ..... **26 ¼-hour shows**
*The most lovable, adventurous playmate a child ever had!*

**"SONGS OF CHEER & COMFORT"** ..... **52 ¼-hour shows**
*Starring Richard Maxwell, famous Gospel singer*

**"THE VAGABOND ADVENTURER"** ..... **39 ¼-hour shows**
*Starring Tom Terriss, internationally known adventurer*

**"UNSOLVED MYSTERIES"** ..... **39 ¼-hour shows**
*Dramatizations of true mysteries as yet unsolved*

**"ONE I'LL NEVER FORGET"** ..... **156 5-minute shows**
*Unusual sports stories, starring Jack Stevens*

**"FAR-AWAY LAND"** ..... **52 ¼-hour shows**
*Original and famous fairy tales and stories for children*

**"DAN DUNN, SECRET OPERATIVE No. 48"** ..... **78 ¼-hour shows**
*Juvenile series based on famous newspaper cartoon strip*

**""FUN WITH MUSIC"** ..... **26 ¼-hour shows**
*Starring Sigmund Spaeth, The Tune Detective*

**"UNCLE JIMMY"** ..... **156 ¼-hour shows**
*Daytime family serial, starring William Farnum*

**"FAMOUS MOTHERS"** ..... **75 5-minute shows**
*Starring Jane Dillon. All parts taken by Miss Dillon*

**"HISTORY IN THE MAKING"** ..... **52 ¼-hour shows**
*Dramatizations of outstanding historical events*

**"FURS ON PARADE"** ..... **39 ¼-hour shows**
*Sponsored successfully by hundreds of fur retailers*

**"A CHRISTMAS CAROL"** ..... **1 ½-hour show**
*Original one-half hour adaptation starring Tom Terriss*

**"ADVENTURES IN CHRISTMASTREE GROVE"** ..... **15 ¼-hour shows**
*Sponsored annually by more than 200 department stores*

**"SANTA'S MAGIC CHRISTMAS TREE"** ..... **15 ¼-hour shows**
*Another outstanding Christmas holiday promotion*

*Exclusive to One Sponsor in a City—Write or Wire for Audition Samples and Data*

**KASPER-GORDON, Incorporated, 140 Boylston Street, Boston 16, Mass.**

*The Oldest—and One of the Country's Largest Transcribed Program Producers*
*Manufacturers of Transcription Playback Machines*

### *Commodore Productions and Artists, Inc.*

1350 No. Highland Ave., Hollywood 28, Calif. Phone, Ho. 8229. Walter White, Jr., Pres. & Production Mgr.; Shirley Thomas, V.P. & Treasurer; Jean Annis, Sel. & Traffic Mgr. SERVICES OFFERED: Create, write and produce "live" and "transcribed" radio programs, selling direct to the radio stations and advertising agencies. Producers of "Hop-along Cassidy," "Down Our Way" & "Strollin' Tom," etc. Also contract to write and produce programs for agencies, etc.

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### *Concert Films Corp.*

1000 Larrabee St., Hollywood 46, Calif. Phone, CR 6-8552. 220 West 42nd St., New York 18, N. Y. Phone, LO 3-2558. Paul Gordon, President, Producer, Director; George Moskov, Producer; Dr. Victor Clement, N. Y. Manager. SERVICES OFFERED: Artistic short musical pictures for television, featuring Yehudi Menuhin, violinist; Jakob Gimpel, pianist; Eula Beal, contralto; Antal Dorati, conductor and others. Short comedy subjects for television, starring outstanding comedians.

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### *Louis G. Cowan, Inc.*

485 Madison Ave., New York 22, N. Y. Phone, PLaza 9-3700. Louis G. Cowan, President; Alfred L. Hollender, Vice-President; Joseph W. Bailey, Vice-President; Robert D. Michels, Vice President for Station Distribution; John Lewellen, Vice President in Charge of Chicago Office; Hugh Grauel, West Coast Manager. SERVICES OFFERED: Live network and open-end transcribed shows available on request.

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### *Cruger Radio-TV Enterprises*

5800 Carlton Way, Hollywood 28, Calif. Phone, HE 8254. Paul Cruger, General Manager; John Bolan, Producer; Scott Carleton, Editor; Sandy Sanderson, Writer; Howard Swift, Cartoonist. SERVICES OFFERED: Creators and producers of radio and television packages. Also script service and films for TV available. New series Portrait of America for lease. Commercial films produced. Complete facilities.

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### *Damon Recording Studios, Inc.*

1221 Baltimore Ave., Kansas City 6, Mo. Phone, Victor 2585. Vic Damon, President & Treasurer; Alice Damon, Vice-President; Harry A. Morris, Secretary. SERVICES OFFERED: All types of radio transcribing and phonograph recording. Exceptional production talent and sound effect facilities for radio shows and spots. Complete service from script to pressed transcription. Sound amplification equipment leased. Television shorts produced. Microgroove long playing records and masters produced.

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### *Frederic Damrau, M.D.*

247 Park Ave., New York 17, N. Y. Phone, PL 5-3638. Frederic Damrau, M.D., Director; Mary L. Davis, General Manager; Adeline Maneery, Interviewer. SERVICES OFFERED: Popular educational programs relating to health and medical subjects.

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### *Gordon M. Day Productions*

108 E. 30th St., New York 16, N. Y. Phone, ORegon 9-3595. Gordon M. Day, Producer, Writer, Composer; Carol Bulkey, Producer-Director; Luise Johnson, Script Editor. SERVICES OFFERED: Package programs; radio department service to advertising agencies; creating and producing custom-built musical jingles and spots of all kinds.

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### *Roy De Groot Consultants, Inc.*

551 Fifth Ave., New York 17, N. Y. Phone, MU 7-9135-6. Roy de Groot, President; Katherine Hynes, Vice President; Richard Dana, Chief, Script Dept.; L. B. Pitkin, Chief, Television Dept.; T. F. Kuper, Chief, Education Dept.; I. Rabinowitz, Chief, Music Dept. SERVICES OFFERED: Consultants in public relations through radio, television and motion pictures.

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### *Jerry Devine Productions*

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, HUdson 2-1228. Jerry Devine, Owner; Joyce Merchant, Casting Dir.; SERVICES OFFERED: Packaged radio programs.

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### *Dominion Broadcasting Co.*

4 Albert St., Toronto, Ont., Canada. Phone, Adelaide 3383. General Manager, Hal B. Williams. SERVICES OFFERED: Program production, air and line checks, script-writing, ideas, talent on live and transcribed programs, spot announcements, custom and syndicated recordings, complete recording and transcription plant.

"IF IT'S A BRIGHT IDEA"

it's from

# BOB BRIGHT PRODUCTIONS

## Radio — Television

509 Fifth Avenue, New York, N. Y. Phone: VA. 6-0890

"LET'S PLAY AMERICA" — A SENSATIONAL NEW RADIO QUIZ PROGRAM THAT WILL SWEEP THE COUNTRY. NO PHONE CALLS. NO STUDIO AUDIENCE. BEAMED AT THE RADIO AUDIENCE ONLY. DESIGNED TO ATTRACT HUNDREDS OF THOUSANDS OF BOX-TOPS OR EQUIVALENTS, WEEKLY.

"THE MARRIED LIFE OF HELEN AND JIM YOUNG" — definitely not a soap opera; it's the warm, humorous story of a young married couple with REAL PEOPLE!

### *Harry S. Dube*

1270 Avenue of the Americas, New York 20, N. Y. Phone, COlumbus 5-7035. Owner, Harry S. Dube; Manager, J. Knight. SERVICES OFFERED: Live talent, package shows, transcriptions.

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### *Dynamic Films, Inc.*

112 West 89th St., New York 24, N. Y. Phone, SChuyler 4-3654. Henry Morley, President; Nathan Zucker, Treasurer; Rita Slater, Program Director. SERVICES OFFERED: Film producer—open end films and commercials made specifically for TV; amusement and dramatic shorts; educational and industrial shorts; marionette shorts; spot news and special event coverage; video transcriptions; complete sound recording facilities; film consultants.

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### *Ed East Creative Recorded Spots*

331 South Arden Boulevard, Los Angeles 5, Calif. Phone, Yorke 7617. SERVICES OFFERED: Producers of tailored and syndicated spots for national, regional and local sponsors.

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### *Bruce Eells & Associates*

2217 Maraville Dr., Hollywood 28, Calif. Phone, Hollywood 5869. Brice Eells, President, General Mgr.; Joel Murcott, V. P. Chg. Prod.; Cy Langlois, Director. SERVICES OFFERED: Production of radio and TV programs; administration of Broadcasters Program Syndicate and Telecasters Program Syndicate.

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### *W. M. Ellsworth*

75 East Wacker Drive, Chicago 1, Ill. Phone, Central 6-0942. W. M. Ellsworth, Owner. SERVICES OFFERED: Talent, programs, production.

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### *Empire Broadcasting Corporation*

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, President and Treasurer; F. de Jaager, Vice-President; Arthur Lubo, Secretary. SERVICES OFFERED: Custom-built transcriptions, production, scripts, talent and complete recording facilities.

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### *Bernard Estes, Inc.*

1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-2085. Bernard Estes, President; Hazel Estes, Sec.-Treas. SERVICES OFFERED: Live and transcribed package shows produced. Specializing in news and feature programs designed for public relations impact. AM, FM, Video and Shortwave to and from U.S.A., Latin America, Europe.

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### *Fadiman Associates, Ltd.*

1501 Broadway, New York 18, N. Y. Phone, LAckawanna 4-3544. President, Edwin Fadiman; Vice-President, Clifton Fadiman; Treasurer, William Fadiman. SERVICES OFFERED: Program production.

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### *F & M Stageshows, Inc.*

1501 Broadway, Suite 2005, New York 18, N. Y. Phone, CHickering 4-3956. Harry C. Arthur, Jr., President; M. D. Howe, Vice President & Public Relations Director; James H. Arthur, Secretary-Treasurer. SERVICES OFFERED: Film & live television productions; stage and touring attractions; package shows; talent booking; legitimate producers; motion picture producers; star management.

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### *Mildred Fenton Productions*

40 East 49th St., New York 17, N. Y. Phone, PLaza 9-8266. Mildred Fenton, Owner; Kay Roberts, Show Sales & Talent Representative; Russ Ambruster, Producer. SERVICES OFFERED: Radio and TV package producer. Also functions as radio and TV counsel for ad agencies.

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### *Films Associates, Inc.*

440 E. Schantz Ave., Dayton 9, Ohio. Phone, Walnut 2164. President-Treasurer, E. Raymond Arn, Jr.; Vice-President, Mildred G. Arn; Secretary, Clement V. Jacobs; Chief Engineer, Robert Duke. SERVICES OFFERED: Producers of Television "Teleskits" packaged complete fill in shorts of vaudeville character. Advertising trailers. Newsreels. Complete facilities for television film productions. Slides for television, station breaks, electrical transcription facilities NAB curve.

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### *Fisher Productions*

1501 Broadway, Suite 1508, New York 18, N. Y. Phone, BRyant 9-9580. President, Maggy Fisher; Assistant, Useulte Simone; Secretary, Alice Ochs. SERVICES OFFERED: Production and writing for radio and television. Package shows, film presentations, and musicals.

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### *Edward H. Ford*

156 West 44th St., New York 18, N. Y. Phone, LUxemburg 2-5188. Owner, "Senator" Edward H. Ford; General Manager, Ed. J. Weber; Office Staff, Betty North, Kay Aulbach. SERVICES OFFERED: "Can You Top This?"

### *Harry E. Foster Advertising Limited*

King Edward Hotel & 149 Alcorn Ave., Toronto, Ont., Canada. Phone EL. 6373, H. E. Foster, President; R. B. Wakely, Radio Dept. Mgr.; Miss Mary Newton, Radio Time Buyer; W. R. T. Cory, Acct. Exec. & Toronto Mgr.; R. A. Cauley, G. W. Duncan, M. O. Johnston, J. Mitchell, Acct. Execs. SERVICES OFFERED: General Advertising Agency with a complete radio department including production facilities for "live" talent programs, transcribed shows, flashes, spots, 15 minute "strip" programs, variety and symphonic broadcasts.

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### *Allen A. Funt Radio Productions*

52 Vanderbilt Ave., New York 17, N. Y. Phone, MUrray Hill 7-8741. President, Allen A. Funt; Gen. Mgr., Philip J. Pollard; Creative Dir., Al J. Slep; Editorial Supervisor, Irwin Fox; Chief Engineer, Herbert Exner; Personnel Dir., Nina Heberer. SERVICES OFFERED: Network, live, transcribed and syndicated programs.

### *Gainsborough Associates*

234 West 44 St., New York 18, N. Y. Phone, CHickering 4-5141-4-5142-4-1583. Mitchell Jablons, Radio Director; Nathan M. Rudich, Dir. of Television and Films; Martin Seligson, Mgr. of Sales Operations; Arlene Shelly Gaines, Talent Supervisor; Jay Barrett, Production Manager. SERVICES OFFERED: Production of radio and television package shows; produce and distribute films for television; radio and tele publicity for fund raising organizations; publicity and public relations consultants to advertising agencies, AM, FM, and TV stations and commercial organizations; publicity and radio-television management for talent.

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### *Gale, Inc.*

48 W. 48th St., New York 19, N. Y. Phone, PLaza 7-7100. President, Moe Gale; Dir. of Radio Dept., Mitchell Benson. SERVICES OFFERED: Complete Radio-TV package program and directing service.

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### *General Artists Corp.*

1270 6th Ave., New York 20, N. Y. Phone, CIrcle 7-7543. Thomas G. Rockwell, President; Chrg. of Radio-TV Dept.

HENRY SOUVAINE, INC.

RADIO and TELEVISION PRODUCTIONS

*1932 - 1949*

30 Rockefeller Plaza, New York 20, N. Y.

CIrcle 7-5666

John J. Mullihill, Dan Hollywood. SERVICES OFFERED: Program production, package shows, artists' representatives.

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### *John E. Gibbs & Co.*

9 Rockefeller Plaza, New York 20, N. Y. Phone, COlumbus 5-4888-9. President, John Gibbs; Assistant, Francis Head. SERVICES OFFERED: Radio production, talent representation.

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### *Grace Gibson Radio Productions*

6700 Sunset Blvd., Hollywood 28, Calif. Phone, Gr. 5543. B. Eaton Lawrence, Director of Sales; Bertha Watt, Business Manager. SERVICES OFFERED: Production and distribution of open-end transcribed radio shows; specializing in documentaries.

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### *Harry S. Goodman Radio Productions*

19 East 53rd St., New York 22, N. Y. Phone, PLaza 5-6131-5. Harry S. Goodman, President and General Manager; Everett F. Goodman, Vice-Pres., Chg. Sales; H. Knuth, Secretary; Daniel R. Goodman, V-P. Chg. of TV. SERVICES OFFERED: Transcribed and "live" radio & TV programs. Syndicated and custom-built spot announcements.

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### *Gotham Radio Productions, Inc.*

120 E. 16th St., New York 3, N. Y. Phone, GRamercy 5-7614. Louis Cioffi, Gen. Mgr.; James Breetveld, Script Editor; Morton Fleischmann, Talent Dir-; Jerry Gregoris, Research Dir. SERVICES OFFERED: Live package productions, talent.

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### *Green Associates*

360 No. Michigan Ave., Chicago 1, Ill. Phone, Central 6-5593. Lewis G. Green, Vice-President. SERVICES OFFERED: Production, transcriptions, TV shows.

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### *Gerald Gross*

1270 6th Ave., New York 20, N. Y. Phone, CIrcle 6-2144. Gerald Gross. SERVICES OFFERED: TV and radio package shows.

**radio production**

**WOLF ASSOCIATES, Inc.**

**in all its phases**

EDWARD WOLF
General Manager

420 MADISON AVE. NEW YORK CITY PLaza 5-7620

### *John Guedel Radio Productions*

1680 North Vine Street, Hollywood 28, Calif. Phone, HEmpstead 5186. Executive Producer, John Guedel; Production Manager, Irvin Atkins; Script Editor, Walter Guedel; Office Manager, Eleanor Rowland; Accountant, Shirley Spencer; Expediter, Martin Hill; Publicity Dir., Dick Pettit; Children Supervisor, Martha Proudfoot; Writers, Walter Guedel, Jack Stanley, Bernie Smith, Bob Dawn, Hy Freedman, Ed Tyler. SERVICES OFFERED: Producers of network package radio programs.

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### *Les Hafner & Co. Program Producers*

112 West 89th St., New York 24, N. Y. Phone, TRafalgar 3-1800. Les Hafner, Producer. SERVICES OFFERED: Live and film programs for radio and TV.

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### *Laurence Hammond Productions, Inc.*

45 West 51 St., New York 19, N. Y. Phone, PL. 9-2210. Laurence Hammond, President; Michael Carr, Casting Director; Edward Barry Roberts, Script Editor; Turnley Walker, Script writer; Lloyd Shaffer, Musical Consultant; Cornel Tanassy, Musical Arranger; Lou Goldenberg, Accountant; Millard C. Faught, Public Relations Counsel. SERVICES OFFERED: Packaging radio and television programs, live, transcribed, and filmed. Producing motion pictures for television. Scripting, directing services available for radio and television. Public relations counsel.

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### *George Heid Productions*

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. Owner, George Heid; Musical Director, Max Adkins; Office Mgr. Betty Millwood. SERVICES OFFERED: Program production, continuity, recordings, transcriptions, commercial spots and jingles, air checks, complete slide film production, sound for mechanical displays.

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### *Arthur Henley*

88-04 63rd Drive, Forest Hills, N. Y. Phone, ILlinois 9-6729. Arthur Henley, Writer-Producer. SERVICES OFFERED: Radio and TV programs packaged. Writing, consultation and production services.

### *Hoffberg Productions, Inc.*

620 Ninth Ave., New York 18, N. Y. Phone, CIrcle 6-9031-2. J. H. Hoffberg, President. SERVICES OFFERED: 35 mm. and 16mm. of features and short subjects for television broadcasts.

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### *William F. Holland Radio Productions*

Hotel Sinton, Cincinnati 2, Ohio. Phone, Main 3450, Parkway 7584. William F. Holland, Gen. Mgr. SERVICES OFFERED: Custom-built radio spot announcements and radio programs, live and transcribed.

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### *Richard W. Hubbell and Associates*

118 East 40th St., New York 16, N. Y. Phone, MUrray Hill 3-0028. Richard W. Hubbell, Chairman; Alfred N. Goldsmith, Associate; Robert Jerome Smith, Associate; Wanda Van Brunt, Executive Assistant. SERVICES OFFERED: Management consultation on all matters relating to television, and advice or direct assistance on packaging and producing of TV shows of all types. Confidential consultation to advertisers, their advertising agencies, and producers.

### *Hudes and Baral Radio Productions*

17 East 42nd St., New York 17, N. Y. Phone, MUrray Hill 3-2840-9-2473-9-2440. Ted Hudes, Lillian Baral, partners. SERVICES OFFERED: Produce public service transcribed radio package shows; distribution over 900 stations from coast to coast, including 34 50,000 watters, produce TV feature films, educational and industrial shorts. Handle radio accounts for commercial and non-commercial institutions.

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### *Hummert Radio Features*

247 Park Ave., New York 17, N. Y. Phone, PLaza 5-2700. Partners: Frank & Anne Hummert. SERVICES OFFERED: Creators and producers of network radio productions.

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### *Inter-California Broadcasting System*

253 So. Broadway, Los Angeles 12, Calif. Phone, MUtual 2759, Gen. Mgr., Gustavo Faist Moran; Sales Manager M. L. Moran; Office Mgr., Margarita Lamar; SERVICES OFFERED: Specialists in Spanish language advertising. Produc-


THE HOMETOWNERS...

156 fifteen minute episodes

NBC Stars — Americana Music

JOE EMERSON'S HYMNTIME . . .

Star of "Hymns of all churches"
156 fifteen minute episodes
America's top hymn show

LOUISE MASSEY and the WESTERNERS . . .

Network Stars
156 fifteen minute episodes
Radio's finest western musical starring Louise and Curt Massey

SO THE STORY GOES . . .

260 fifteen minute episodes
The greatest story telling series in the history of radio

THIS IS THE STORY . . .

Featuring Ed Prentiss, network star. Producing 260 fifteen minute episodes . . . 2 stories to a platter about history, sports, art, literature, industry—all subjects.

MORTON RADIO PRODUCTIONS, Inc.

360 N. MICHIGAN AVE. CHICAGO 1, ILL.

tion of Spanish language programs. Representatives of radio station XEGM (located in Tijuana, Lower California).

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### *International 16mm Corporation*

165 W. 46th St., New York 19, N. Y. Phone, PLaza 7-2265. Patrick E. Shanahan, Pres. & Treas.; George Blake, Sec.; Board of Directors: Patrick E. Shanahan, George Blake, Fabian R. Normandin. SERVICES OFFERED: Producers and distributors of motion pictures, prints in both 16 mm. and 35 mm. Subjects: Classical music with Symphonic orchestras.

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### *Estella H. Karn*

49 West 45th St., New York, N. Y. Phone, LUxemburg 2-2170. SERVICES OFFERED: Radio-TV program production.

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### *Lew Kashuk & Son Adv. Co.*

350 Fifth Ave., New York 1, N. Y. Phone, LOngacre 3-7290. Lew Kashuk, Jay E. Kashuk, Partners. SERVICES OFFERED: Preparing and producing radio and TV spots and programs for advertisers and agencies. Custom-built and syndicated spots and programs for radio and TV. Copyright owner of "Mail-O-Vision" a participation TV program available on a syndicated basis.

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### *Kasper-Gordon, Inc.*

140 Boylston St., Boston 16, Mass. Phone, DEvonshire 8-7357. Edwin H. Kasper, President-Production Director; Aaron S. Bloom, Secretary - Treasurer - Script Supervisor; Robert W. Graham, Office Manager; Frances Barrett, Secretary; Gerald Kaufman, Production-Scripts; Kenn Schaffer, Engineer; Bradford Tiffany, Engineer; Preston Sandiford, Musical Director. SERVICES OFFERED: "Live" and film TV shows. Complete production from creation of show to finished production. TV Commercials on film.

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### *Kermit-Raymond Corporation*

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. Treasurer, William J. McCambridge; Vice-President & General Manager, Ray-

CREATORS AND PRODUCERS
of RADIO and TELEVISION
PROGRAMS FOR NETWORKS AND
COMMERCIAL ADVERTISERS

EXCLUSIVE MANAGEMENT
RUSS HODGES • JACK EIGEN
RED BENSON • SHELDON STARK
KATHI NORRIS

WILBUR STARK - JERRY LAYTON
Program Productions
551 5th Ave. • NEW YORK 17, N.Y.

mond R. Green; Business Mgr., Theodore Green; Account Exec., David Fiel; Secretary, Andree P. Jones. SERVICES OFFERED: Production of live and transcribed programs, spot announcements, scripts and program consultant.

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### *Oland Killingsworth*

1560 Broadway, New York 19, N. Y. Phone, PLaza 7-0759. Oland Killingsworth, Producer-Director; LeRoy B. Pitkin, Associate Producer; Boris Serratore, Production Supervisor; John Hermansader, Art Director; Monica Burlbaw, Press Editor. SERVICES OFFERED: Producer of animation, live action films, live tele shows and transcriptions.

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### *Landau Broadcasting Service*

270 Broadway, New York 7, N. Y. Phone, REctor 2-5341-2. President, Herman Younglieb; Program Director, Paul Berkowitz. SERVICES OFFERED: Program production, script.

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### *The Landt Trio*

8 West 49th St., New York 19, N. Y. Phone, CIrcle 5-5431. Karl Jack and Dan Landt, Co-owners. SERVICES OFFERED: Jingles, spots and live shows for radio and TV.

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### *Lang-Worth Feature Programs, Inc.*

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. O'Keefe; Secretary, A. Walter Socolow; Representatives, John D. Langlois, Ralph S. Hatcher; Pierre Weis; Prog. Dir. Doris Kaye; Office Manager, C. O. Langlois, Jr. SERVICES OFFERED: Transcribed music library service for radio stations, advertising agencies and advertisers, Custom built radio programs both live and transcribed.

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### *C. O. Langlois, Inc.*

Steinway Hall, 113 W. 57th St., New York 19, N. Y. Phone, CIrcle 6-7410. President, C. O. Langlois; Vice-President, W. M. O'Keefe. SERVICES OFFERED: Specialized service for advertisers and advertising agencies of commercial radio programs, both live and recorded, dramatic and musical.


**Teamed for TV– Teamed to sell**

first TV repertory company

**tele-theatre actors company**

Top-talent service to sell your story in a complete "Ready-to-Air" package program by Tele-Theatre Productions.

first complete TV scenic service

**tele-scenery studio**

Because of this all-in-one service you can be sure of getting the most effective, most economical buy in TV to-day.

**TELE-THEATRE package PRODUCTIONS**

C. W. Christenberry Jr., Executive Producer

33 WEST 58th STREET, N. Y. 19 • PLAZA 9-8490

### *Lawrence Productions*

6700 Sunset Blvd., Hollywood 28, Calif., Phone, GRanite 5543. Owner B. Eaton Lawrence, Associates: Richard Hill Wilkinson, Glenn Langen. SERVICES OFFERED: Production and distribution of open-end transcribed radio shows.

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### *Evelyn Lawson Associates*

237 E. 53rd St., New York 22, N. Y. Phone, EL 5-4773. Evelyn Lawson, President; Guy Livingston, George Hanson, Brooke Lawson, Vice Presidents; Thomas Canning, Ex. Producer N. Y. SERVICES OFFERED: Public Relations firm specializing in the promotion of television productions and talent. Also handle public relations for industrial accounts already in television or planning to use video as an advertising medium. Design television productions tailored to needs of firm accounts.

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### *Bob Loewi Productions, Inc.*

255A East 49th St., New York 17, New York. Phone, MUrray Hill 8-2600, PLaza 5-0958. Bob Loewi, Producer-Director; Stan Lee, Assistant; Lee Klein, Assistant. SERVICES OFFERED: Create, produce, direct, and sell live and film, television package shows.

### *Phillips H. Lord, Inc.*

501 Madison Ave., New York 22, N. Y. Phone, PLaza 5-2211. Phillips H. Lord, President; John O. Ives, Vice President; Dorothy E. Levy, Manager; Leonard L. Bass, Program Supervisor. SERVICES OFFERED: Package shows.

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### *Mac Davis Sports Features*

1 Montgomery Place, Brooklyn 15, New York. Phone, NEvins 8-4374. Director, Mac Davis. SERVICES OFFERED: Sport Shows for television, special programs and features created and built for television presentation. Ideas and scripts supplied for all types of sport television shows.

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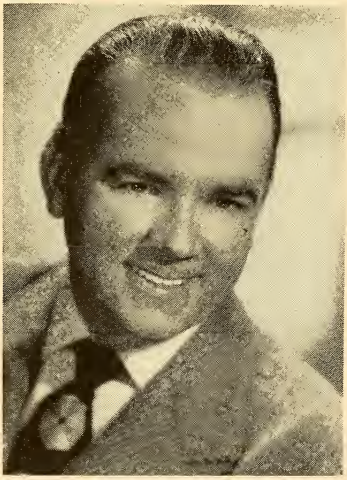
### *C. P. MacGregor*

729 So. Western Ave., Los Angeles 5, Calif. Phone, Fitzroy 4191. C. P. MacGregor, President; Victor Quan, Director; Paul Quan, Production Manager; A. Q. Felthousen, Chief Engineer; George R. Jones, Office Manager; Rudy Rudolph, Sales Manager; Nat V. Donato, Eastern Manager. SERVICES OFFERED: Transcription library productions: dramatic and musical programs; recording studios. Complete packaging including recording

JOHNNY OLSEN
1120 Park Ave. AT. 9-4359

JOHNNY OLSEN'S
**AMERICAN PRODUCTIONS**

**RADIO:**
11—½ HOURS WEEKLY

**TELEVISION:**
7—½ HOURS WEEKLY

**RECORDS:**
RCA VICTOR
APOLLO

PERSONAL APPEARANCES:
NOW BEING BOOKED FOR
SUMMER WEEK-ENDS

electro-plating of masters and production, pressings on vinylite and music library.

•

### *Haven MacQuarrie Ideas*

3017 Vista Crest Drive, Hollywood 28, Calif. Phone, GR 1423. General Manager, Haven MacQuarrie. SERVICES OFFERED: Radio and TV shows created, produced, and written, specializing in comedy situations, 1 to 30 minutes.

•

### *Alexander McQueen & Associates*

5222 N. Lakewood Ave., Chicago 40, Ill. Phone RAVenswood 8 9010. Owner, Alexander McQueen. SERVICES OFFERED: "Nothing but the Truth" feature (Reg. U. S. Pat. Office), in person or transcribed. Research for human-interest stories on sponsor's product.

•

### *The Ted Mack Co.*

4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. Owner-Manager, Ted Mack; Associate, Joseph A. Clifford; Writers, Virginia Lee, Lloyd Marx; Producers, Ted Mack, Robert Green; Musical Director, John Gart. SERVICES OFFERED: Complete production of transcriptions and package shows, research and commercial copy service, producers of Original Amateur Hour, Sunday evening tele show now on the air.

•

### *Fred C. Mertens and Associates*

946 S. Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. President and Prod. Mgr., Fred C. Mertens; George Logan Price, Production, Sales, Service; S. M. Lauch, Office Manager. SERVICES OFFERED: Scripts, production, promotion, public relations. 25 years national experience. Success record with packaged shows on more than 100 major stations.

•

### *Charles Michelson, Inc.*

23 West 47th St., New York 19, N. Y. Phone, PLaza 7-0695-6. President, Charles Michelson. SERVICES OFFERED: Porto-Playback Machines and Gennett & Speedy-Q Sound Effects Records. Half-hour and quarter-hour transcribed program features.

•

### *Michelson & Sternberg, Inc.*

23 W. 47th St., New York 19, N. Y. Phone, PLaza 7-1269. President, Aaron Michelson. SERVICES OFFERED: Exporters of transcriptions and sound effect records.

WILLIAM GERNANNT

### *Les Mitchel Productions, Inc.*

9310 Hillrose, Sunland, Calif. Phone, Florida 31531, 33244. Les Mitchel, President; G. Madelon Mitchel, Secty. & Treas.; E. Marshal Bitgood, Vice President; Budd Lesser, Vice President, Script Editor; John Hutchins, Controller. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

•

### *Mole, Davis, Inc.*

105 W. 55th St., New York 19, N. Y. Phone, CIrcle 6-0006. John Mole, President; Blevins Davis, Executive Vice-President; Blanche Stuart Lee, Vice-Pres. & Gen. Mgr.; John Bryan, Technician. SERVICES OFFERED: Packaged radio productions, live and transcribed, for radio and television.

•

### *William Morris Agency, Inc.*

1270 Sixth Ave., New York 20, N. Y. Phone, CIrcle 7-2160. Executive-in-Charge of Radio, William B. Murray. SERVICES OFFERED: Production of packaged shows for Radio & TV, also talent representatives.

### *Morton Radio Productions, Inc.*

360 N. Michigan Ave., Chicago 1, Ill. Phone, Central 6-4144. President, Morton Jacobson; Secretary, Cecelia Jacobson. SERVICES OFFERED: Open-end and custom built transcriptions, live packages, and custom built television shows.

•

### *Herbert M. Moss*

100 West 55th St., New York 19, N. Y. Phone, COlumbus 5-1661. SERVICES OFFERED: Radio & television production, recorded auditions available.

•

### *Motion Picture Productions, Inc.*

620 West Superior Ave., Cleveland 13, Ohio. Phone, PRospect 4900. Donald C. Jones, President; Robert E. Haviland, Vice President; E. M. Engle, Secretary. SERVICES OFFERED: Producers of motion pictures and slide films on industrial relations, sales promotion, sales & technical training, in black & white or color with RCA sound in our own studios and laboratories.


# GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, *Pres.*

*Producers, Creators and Managers*

*of*

*Outstanding Radio and Television Ideas,*

*Talent and Orchestras for Over Sixteen Years*

**NEW YORK • CHICAGO • CINCINNATI • HOLLYWOOD**

### *Music Corporation of America*

(*MCA Artists, Ltd.*)

745 Fifth Ave., New York 22, N. Y. (will move to 598 Madison Ave.) Phone, PLaza 5-8900. BRANCH OFFICES: 17-18 Dover St., London, England; 430 N. Michigan Ave., Chicago, Ill.; 9200 Wilshire Blvd., Beverly Hills, Cal.; 9370 Burton Way, Beverly Hills, Cal.; 105 Montgomery St., San Francisco, Cal.; 1164 Union Commerce Bldg., Cleveland, O.; 515 Tower Petroleum Bldg; Dallas, Tex.; 1612 Book Tower, Detroit, Mich.; 1044 Little Bldg., Boston, Mass.; Northwestern Bank Bldg., Minneapolis, Minn. SERVICES OFFERED: Program Production.

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### *Muzak Corporation*

(For detailed listing see Associated Program Service, Div. of Muzak Corp.)

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### *John Nasht & Associates, Inc.*

16 East 52nd St., New York 22, N. Y. Phone, MUrray Hill 8-3323. John Nasht, President; Gene Seagle, Vice President. SERVICES OFFERED: Television program production.

### *NBC Radio-Recording Division*

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Director, Robert W. Friedheim; Office Mgr., George C. Stevens; Recording Sales, Charles G. Hicks, Jr.; Sales Manager, Donald J. Mercer; Program Manager, H. H. Wood; Thesaurus Program Manager, Norman L. Cloutier; Adv. & Promotion Mgr., Frank McMahon. SERVICES OFFERED: NBC Thesaurus (musical program service); NBC Syndicated Programs (recorded dramatic, variety, musical shows, etc.); NBC Custom-Built Programs (for regional and national spot advertisers); simultaneous recordings of network and studio programs, recording service for advertisers and agencies, reference or audition recordings, NBC Orthacoustic transcriptions.

•

### *National Concert & Artists Corp.*

711 Fifth Ave., New York 22, N. Y. Phone, PLaza 9-6000. O. O. Bottorff, Chairman of the Board; Marks Levine, President; Thomas Reilly, Secy. Treasurer, Director of Popular Division; Alexander F. Haas, Vice-Pres. in charge of


# MEMO

**TO:** 900 Program Directors of Indies From Coast to Coast

**FROM:** Ted Hudes

**RE:** Your Keen Awareness of Public Issues.

THANKS! Through your splendid cooperation, 60,000,000 people have heard such outstanding public service musicals and dramatizations as:

PLYMOUTH ROCK 1949 with Ray Middleton
A MAN WITH A CAUSE with Henry Fonda and Aline MacMahon
DISPLACED with Paul Muni
WORTHY OF THEIR HIRE with Melvyn Douglas
THE ARRIVAL OF DELAYED PILGRIMS with Ben Grauer

P.S. Directors who haven't received these programs can still obtain them free of charge.

**CITIZENS COMMITTEE ON DISPLACED PERSONS**
39 EAST 36th STREET NEW YORK 16, N. Y.

Los Angeles Office; D. L. Cornetet, Vice-Pres. in charge of Chicago Office; Joseph M. Barnett, Radio-Recording-Television. SERVICES OFFERED: Talent for concert-opera-radio-television, Speakers and special attractions in lecture platform. Package programs and ideas for radio and television.

•

### *National Radio Features*

100 State St., Albany 7, N. Y. Phone, 4-8226, 8-1311. Allen I. Stock, Vice Pres. & Gen'l Mgr.; Al Wolman, District Manager; Bernie Kaye, District Manager; R. G. MacDonald, District Manager; Betty R. Pearl, Publicity Director; E. M. Stock, Sales Manager. SERVICES OFFERED: Special radio & transcribed programs for use as campaigns with radio stations, using constructive material to enhance station advertising, and promote sales and revenue. Now presenting the most unusual station program "Radio On Call".

•

### *The National Research Bureau, Inc.*

415 No. Dearborn St., Chicago 10, Ill. Phone, Superior 75080. Frank P. Kendall, Executive Vice President. SERVICES OFFERED: Temperatunes and spot jingles, transcribed and live shows. "Greatest of The Great"—transcribed 15 minute sport shows.

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### *Neblett Radio Productions*

360 North Michigan Ave., Chicago 1, Ill. Phone, Central 6-4144. President, Morton Jacobson. SERVICES OFFERED: Creators of open-end and custom-built transcribed radio shows.

•

### *Nelson Productions, Inc.*

341 Madison Ave., New York 17, N. Y. Phone, MUrray Hill 6-5862. Raymond E. Nelson, President. SERVICES OFFERED: Feature and commercial films to order; live shows for radio and TV.

•

### *Oliver W. Nicoll Productions*

37 West 46th St., New York 19, N. Y. Phone, LUxemburg 2-5130. Oliver W. Nicol, Producer-Director, Executive Director; Alma Sandra Munsell, Associate Director. SERVICES OFFERED: (Radio) Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records and albums; (Television) Program production and consultation, package live and film shows, scripts, talent. Member of ITPA (Independent Television Producers Association).


HAVEN

MAC QUARRIE

WORD MASTER OF CEREMONIES

ORIGINATOR OF

"NOAH WEBSTER SAYS"

"THE MARRIAGE CLUB"

"DO YOU WANT TO BE AN ACTOR?"

All coast to coast favorites

Now ready for video

### *North American Video Productions, Inc.*

234 West 44th St., New York 18, N. Y. Phone, LA 4-0385. Max Brown, President; Stanley Simmons, Vice President; Charles Obermeyer, Treasurer. SERVICES OFFERED: Commercial film spots; live and film packages; animation and stop action.

•

### *Lilian Okun, Inc.*

2 West 67th St., New York 23, N. Y. Phone, TRafalgar 7-8916. President-Manager, Lilian Okun. SERVICES OFFERED: Specialize in women's and children's programs, television programs; complete programs prepared.

•

### *Johnny Olsen's American Productions*

565 Fifth Ave., New York 19, N. Y. Phone PLaza 5-7123. John L. Olsen, Owner; Penny Olsen, Treas. & Gen. Mgr.; John E. Gibbs, Rep. & Consultant. SERVICES OFFERED: Production and performance of package shows for radio and television.

### *Original Radio Productions, Inc.*

36 W. 74th St., New York 24, N. Y. Phone, SChuyler 4-8896. Harmon Yaffa, Pres.; Anthony Gablik, Vice-Pres.; H. Lawrence Laupheimer, Sec.-Treas. SERVICES OFFERED: Creators and producers of radio and television programs.

•

### *Pan American Broadcasting Co.*

17 East 42nd St., New York 17, N. Y. Phone MUrray Hill 2-0810-1. President, Eugene Bernald; Manager, Arthur Gordon; Ass. Mgr., Martin L. Nierman. SERVICES OFFERED: Transcribed programs for export markets—in English, French, Spanish and Portuguese. Also programs for use in Alaska, Quarter-, half-, and full hour lengths.

•

### *Jack Parker & Associates*

Box 2222, Hollywood 28, Calif. Phone, GLadstone 6983, HUdson 2-4048. Jack Parker, Gen Mgr. Executive Prod.; Ray Bond, Associate Producer and Writer; Betty Underwood, Chief Script Editor; Barry Du Barry, Television Program Manager; Garland Brunton, Writer and

BYRON PRODUCTIONS COMPANY

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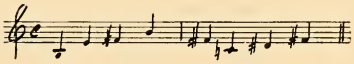
PRESIDENT

EDWARD A. BYRON

George W. Allen

*Producer - Director*

"THE WHISTLER"



C.B.S.

Associate Producer. SERVICES OFFERED: Scripts, transcribed programs, live programs, TV programs, live and film, commercial copy and full radio and public relations service to advertisers, and stations.

•

***Peterson Radio Productions***

1457 Broadway, New York 18, N. Y Phone, WIsconsin 7-0069. Donald Peterson, Producer-Director; Stanley Whitman, Jean Eicks, Doris Illoway, Writers; M. P. Frutchey, Recording Engineer. SERVICES OFFERED: Custom built religious programs, live and transcribed. Propaganda sustainers, live and transcribed.

•

***Press Association, Inc.***

50 Rockefeller Plaza, New York 20, N. Y. Phone, PLaza 7-1111. Kent Cooper, President; Oliver Gramling, Vice-Pres SERVICES OFFERED: "Personality Time," a 15-minute transcription dramatizing personalities of stage, screen and radio—of special interest to women, 78 episodes available; "Sports Star Special," a 15-minute transcription dramatizing big name sports personalities, 26 episodes available; "Special Assignment," a 15-minute transcription dramatizing the unusual experience of news reporters throughout the country, 78 episodes available.

•

***Eugenia Price Productions***

75 E. Division St., Chicago 10, Ill. Phone, DElaware 7-4375. Owner, Eugenia Price. SERVICES OFFERED: Producers of "The Addison Pelletier Show" available on quarter hour open-end transcriptions and distributed exclusively worldwide by Kasper-Gordon, Inc. Also custom-built live, transcribed and TV shows.

•

***George Logan Price, Inc.***

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, Production, Sales Service Director; S. M. Lauch, Office Manager, Accounting, Auditing; George L. Price, Jr., Copy Consultant. SERVICES OFFERED: Established 5, 15, 30 minute dramatic shows. Tailored - to - measure scripts of any type, on any subject, based on 25-years radio experience, in writing thousands of shows.

•

***Prockter Productions, Inc.***

1270 6th Ave., New York 20, N. Y. Phone, CIrcle 6-4091. President, Bernard J.


**RADIO PRODUCTIONS**

Producers of radio's No. 1 transcribed football program—

**"LEAHY OF NOTRE DAME"**

**TELEVISION PRODUCTIONS**

Producers of the sports sensation of 1948—

**"CHICAGO BEARS QUARTERBACK SHOW"**

Also

SPOTS - JINGLES

**GREEN ASSOCIATES**

CHICAGO

360 N. Michigan Cen. 6-5593



CHICK VINCENT

*Director*

"Pepper Young's Family" NBC

*Producer*

"Adventures of Charlie Chan"

*Producer*

"At Home and How" WJZ-TV

*Director*

"Ship's Reporter" WJZ-TV

for National Television Guild

Prockter; Vice-President, Everett W. Rosenthal; Treasurer, Jerome C. Robinson; Secretary, Leonard L. Loweinthan; Director of Public Relations, Clement J. Wyle. SERVICES OFFERED: Live network programs. Complete TV package production, live or film.

•

### *Progressive Radio Advertising Co., Inc.*

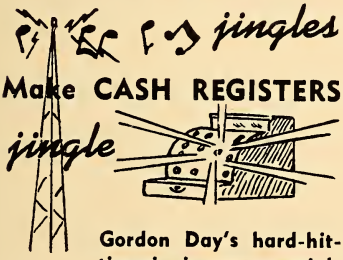
260 E. 161st St., New York 51, N. Y. Phone, MElrose 5-5522. Lido Belli, President-Producer-Director. SERVICES OFFERED: Italian language programs, production and talent.

•

### *Ra-Best Features, Inc.*

522 5th Ave., New York 17, N.Y. Phone, MU 7-8158. Lawrence K. Elliott, President; Vincent Andrews, Treasurer; Bernard Silver, Secretary; Ann Howard, Casting Director. SERVICES OFFERED: Company composed of well-known radio artists in all fields of activity, devoted to development of outstanding radio and television programs that are new, fresh, different, important.


**GORDON M. DAY**




**Gordon Day's hard-hitting singing commercials pay off at the cash register! Proof? 52 Successful spot campaigns in 2 years! Send for 10-jingle recording and full details.**

**Gordon M. Day Productions**

108 E. 30 St. ORegon 9-3595 N.Y.C. 16

**TOP-NOTCH SPOTS AT MODERATE COST**


### *Radio Artists Corporation*

509 Madison Ave., New York 22, N. Y. Phone, PL. 3-4670. 366 N. Camden Drive, Beverly Hills, Calif. Phone, CRestview 5-4308. Bernard L. Schubert, President; Jack Bertell, Vice President. SERVICES OFFERED: Talent, production, radio and television package management.

•

### *Radio Events, Inc.*

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 6-3487. President, Julienne Dupuy. SERVICES OFFERED: Production, scripts, casting for radio and television.

•

### *Radio Features of America*

37 West 46th St., New York 19, N. Y. Phone, LUxemburg 2-5130. Executive Director, Oliver W. Nicoll; Associate Director, Alma Sandra Munsell. SERVICES OFFERED: (Radio): Program production and consultation, package live shows, syndicated transcriptions, scripts, talent, phonograph records, international radio service. (Television): Program production and consultation, package live and film shows, scripts, talent. Members ITPA.


*the finest in television shows*

**HOLLYWOOD SCREEN TEST**

ABC-TV NETWORK, SUNDAYS, 8-8:30 P.M.

*talent*

BILL STERN
MARY ANDERSON
PATRICIA BRIGHT
HARRIET VAN HORNE

*writers*

ALTON ALEXANDER
BERNARD DOUGAL
PRISCILLA KENT
MORT LEWIS
LARRY MARKES

**LESTER LEWIS ASSOCIATES**

ONE CHRISTOPHER ST. WATKINS 4-8582

### *Radio Producers of Hollywood, Inc.*

1651 Cosmo St., Hollywood 28, Calif. Phone, Hollywood 8318. President, Lou R. Winston; Station Relations, Mary Staggs. SERVICES OFFERED: Open and transcribed feature programs. 60 different shows of all types. 3,500 quarter hours for immediate delivery.

•

### *Radio Production Service*

501 Madison Ave., New York 22, N. Y. Phone, PLaza 3-8940. Irene Beasley, Owner; Victor Sack, Charge of Sales; Mary Lincoln, Prize Supervisor; Rita Burke, Supervisor of Mail. SERVICES OFFERED: Program production, live package, radio & TV shows, and spot campaigns.

•

### *Radio Program Management*

4 E. 53rd St., New York 22, N. Y. Phone, MUrray Hill 8-0370. Directors, Ted Mack, Joseph A. Clifford. SERVICES OFFERED: Package shows; variety, dramatic, musical and audience participation. Spot Announcements. Complete production; research, scripts, music, commercial copy.

### *Radio-Video Associates*

322 East 55th St., New York 22, N. Y. Phone, PLaza 5-5781. Jack Lloyd, Executive Producer; Robert Whiteman, Musical Director; Doris Bertel, Publicity Director; Roy Pinney, Motion Picture Consultant. SERVICES OFFERED: Production of shows for radio and television, live and transcribed musical jingles and spot announcements, 16 mm films for television, custom-built audition scripts for talent, production of foreign language shows, contest consultants.

•

### *Reemack Enterprises, Inc.*

1270 Sixth Ave., New York 20, N. Y. Phone, PLaza 7-7354. Lou Goldberg, President; Wanda Ellis, V.P.; Lloyd Mark, Secty. SERVICES OFFERED: Producers of the Original Amateur Hour.

•

### *Religious News Service*

381 Fourth Ave., New York 16, N. Y. Phone, MUrray Hill 4-1463. Managing Editor, Louis Minsky. SERVICES OFFERED: Production of weekly religious news scripts.

•

### *Richman Productions*

17 East 45th St., New York 17, N. Y. Phone, MUrray Hill 2-5854. Howard

BERNARD L. SCHUBERT, Inc.

RADIO ARTISTS CORPORATION

NEW YORK
509 MADISON AVE.
PLAZA 3-4670

BEVERLY HILLS
366 N. CAMDEN DRIVE
CRESTVIEW 5-4308

*Talent—Production—Package Management*

ARTHUR H. MILLER

PUBLIC RELATIONS

ELdorado 5-6092

151 East 50th Street
New York 22, N. Y.

Richman, President; William Richman, General Manager; Charles Cromer, Exec. Prod. & Film Supvr.; Joseph Cates, Production Director; Sandford J. Metlis, Director of Publicity and Special Events; Harold Levey, Musical Director; Howard T. Longfellow, Research Director; Beatrice Solarz, Traffic Manager; Natalie Meader, Personnel Director. SERVICES OFFERED: Packaging and production of live and transcribed radio programs and spots. Packaging and production of live and motion picture television programs and spots.

•

### *H. D. Rickert Co.*

545 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-4256-7-8. H. D. Rickert, Director. SERVICES OFFERED: Radio and TV package shows.

•

### *Robinson Recording Laboratories*

2022 Sansom St., Philadelphia 3, Pa. Phone, Locust 7-4731. Proprietor, W. P. Robinson. BRANCH OFFICE: 35 S. 9th St., Philadelphia 7, Pa. Phone, Walnut 2-6800 W. W. Jost. SERVICES OFFERED: Manufacture transcription turntables, professional recording machines, and transcription tone arms. Make transcriptions, master records, and pressings, and make audition and delayed broadcast discs.

•

### *Rockhill Radio & Television*

18 East 50th St., New York 22, N. Y. Phone, PLaza 9-7979. Stanley J. Wolf, President; Sylvan Taplinger, Robert F. Lewine, Steven Carlin. SERVICES OFFERED: Complete packages, radio, transcriptions, television, film.

•

### *Jack Rourke Productions*

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, Granite 1950, HOllywood 5762. President, Jack Rourke; General Manager, Fred Fuld, Jr.; Account Exec., Mike O'Donnell; Publicity Dir., Joan Rourke. SERVICES OFFERED: live and transcribed radio programs, spots and jingles.

•

### *Barnard L. Sackett Television Productions*

254 West 54th St., New York, N. Y. Phone, LUxemburg 2-5080. Barnard L. Sackett, Production Manager; Bernard Wine, Business Manager; Wick Adames, Coordinator; Ann Pester, Fashion Direc-

**BASIL LOUGHRANE**

*Producer-Director*

**"Light Of The World"**
**NBC**

**(sponsored by General Mills)**

**"Sherlock Holmes" . . MBS**

**(sponsored by ClipperCraft Clothes)**

**GERALD GROSS**

**PRODUCER**

tor; Manny Retter, Art Director. SERVICES OFFERED: Complete television service for video stations and advertisers, live and film productions, commercials, minute spots, weather spots, animation, custom-built shows, television consultants, personal television representation, concert management.

•

### *James L. Saphier Agency, Inc.*

9538 Brighton Way, Beverly Hills, Calif. Phone, Crestview 1-7231. James L. Saphier, President. SERVICES OFFERED: Radio and television productions, sale of package programs and talent.

•

### *Bernard L. Schubert, Inc.*

509 Madison Ave., New York 22, N. Y. Phone, PLaza 3-4670. President, Bernard Schubert. SERVICES OFFERED: Talent, production radio and television package management.

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### *Screencraft Pictures, Inc.*

341 W. 44th St., New York 18, N. Y. Phone, CIrcle 6-8546-7. J. S. Berkson, President; B. H. Mills, Vice-Pres.; Edward Berkson, Treas. SERVICES OFFERED: Distributors of 16 and 35 mm. features and shorts.

•

### *Script Associates*

822 South Parkview, Los Angeles 5, Calif. Phone, Federal 1936. Cal Frederick, Director; Jean Frederick, Coordinator; Larry Purdin, Comm. Mgr.; BRANCH OFFICE: 1695 Sargent Court, Los Angeles 26, Calif. Phone, MA 6-6476. Larry Purdin. SERVICES OFFERED: "Lines For Living" written by Larry Purdin. Now in fourth year. Top rating in Conlan survey. Available in weekly packages of five fifteen minute scripts prepared for you to produce locally. (This show is transcribed in Hollywood for broadcasts overseas for the Armed Forces).

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### *Selected Radio Features*

1583 Cross Roads Of The World, Hollywood 28, Calif. Phone, HEmpstead 3583. Joseph Lowe, Vice-Pres. SERVICES OFFERED: Producers and sales agents of transcribed package and syndicate radio programs.

•

### *Sentinel Productions*

(*A Division of Sentinel Enterprises, Inc.*)


The LANDT TRIO

Radio and Television Shows

"Whistle Stop"
"Guest House"
"Sing-Along"

8 W. 49th St.
New York 19, N. Y. • CIrcle 5-5431



TORCHLIGHT
• RADIO •
TELEVISION
PRODUCTIONS

David R. Kapralik, *Pres.*
Jane White, *V. P. in Charge of Prod'n*
Charles Mitchell, *Press*

Offices: 229 W. 42nd St., N. Y., N. Y.
WIsconsin 7-0771

5746 Sunset Blvd., Nassour Studios, Hollywood 28, Calif. Phone, HEmpstead 6828. Earle R. Harper, President & Exec. Producer; A. G. Harper, V. P. & Treas.; David Griffith, Jr., Secretary; Ann Archer, Producer-Director; Harry Mancke, Director; Ray Sollars, T-V Contact & Programming; Chas. Straumer, Director of Photography; Bill Keefe, Publicity; Robt. Belcher, Film Editor; James Fair, Comptroller. SERVICES OFFERED: Produce all types of TV package programs on film—5 min. to 60 min., also TV commercials. Full facilities for originating shows, writing, casting, producing and distribution.

•

### *SESAC, Inc.*

475 Fifth Ave., New York 17, N. Y. Phone MUrray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. SERVICES OFFERED: Licensing the use of copyrighted music, transcribed library service, syndicated transcribed tailor-made programs for advertisers.

•

### *Fletcher Smith Studios, Inc.*

1585 Broadway, New York 19, N. Y. Phone, CIrcle 6-5280-1. Fletcher Smith, President; Charles Schettler, Vice-Pres.; William A. Sturm, Sec.-Treas. SERVICES OFFERED: Film production for television, specialty animation, complete art and photographic staff and equipment.

•

### *Sound Studios, Incorporated*

1124 Vermont Ave., N.W., Washington 5, D. C. Phone, REpublic 1984-5. Leon Loeb, President; Ethel Loeb, Secretary; Leo Orso, General Manager. SERVICES OFFERED: Produce completely packaged shows from script to transcriptions including direction, talent, backgrounds, mailing service, and promotion.

•

### *The Sound Workshop, Inc.*

412-418 S. Robertson Blvd., Los Angeles 36, Calif. Phone, Bradshaw 2-3203. Pres. Producer-Director, Robert E. Grey; Casting Director, Research, Chief Engineer, O. J. Vital; B. H. Gaily, Script Writer. SERVICES OFFERED: All types of recording, on disc, wire or tape, complete program production, syndicated and custom-built transcriptions, phonograph records & albums, etc. Custom-built television features on 16mm film, complete production.

A *NEW* transcribed series of

**"MYSTERY IS MY HOBBY"**

Now 78 half-hours of thrilling suspense, starring Glenn Langan as Barton Drake, suave crime analyst and gentleman detective.

A zooming Hooper and world-wide popularity demands that "MYSTERY IS MY HOBBY" continue indefinitely. Sign up your long-time clients for this brilliantly logical thrill-paced series.

☆

**LAWRENCE PRODUCTIONS**

6700 Sunset Hollywood 28, Calif.

Granite 5543

Irwin Paul Sulds INC.

TELEVISION PRODUCTIONS

654 MADISON AVE.
NEW YORK 21, N. Y.

TEmpleton 8-7025

### *Henry Souvaine, Inc.*

30 Rockefeller Plaza, New York 20, N. Y. CIrcle 7-5666. Henry Souvaine, President; Russell E Dill, Vice-President; A. U. Braunfeld, Secretary. SERVICES OFFERED: Package production for radio and TV.

•

### *Spot Radio Service*

161 East 48th St., New York 17, N. Y. Phone, LE 2-5032. Director, Fulton Dent; Assistant Director, Dorothy Green. SERVICES OFFERED: Creative writing and production service for advertising agencies. Specializing integrated commercials for TV programs. All types of spot announcements including jingles.

•

### *Charles Stark Productions*

366 Madison Ave., New York 17, N. Y. Phone, MUrray Hill 2-2636. Charles Stark, President; William Stark, Vice President; Peggie M. Springstead, Account Executive. SERVICES OFFERED: Transcribed package shows, 15-minute, 5-minute and one-minute tailor made spots as well as jingles for station breaks or one minute spots. Transcribed programs, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

•

### *Richard Stark & Company*

125 E. 72nd St., New York 21, N. Y. Phone, REgent 7-9608. SERVICES OFFERED: Program producers, program builders, and commercial consultants. In the latter capacity they will offer commercial copy suggestions and production notes, with particular emphasis on daytime radio selling.

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### *Wilbur Stark-Jerry Layton, Program Productions*

551 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-6320. Wilbur Stark, Vice President; Jerry Layton, Secretary. SERVICES OFFERED: Creators and producers of radio and television programs for networks and commercial advertisers. Exclusive management of personalities, performers and writers for radio and television.

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### *Irvin Paul Sulds, Inc.*

654 Madison Ave., New York 21, N. Y. Phone, TEmpleton 8-7025. Irvin P. Sulds, President. SERVICES OFFERED: Production of live and filmed TV programs.

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### *Hal Tate Radio Productions*

192 N. Clark St., Chicago 1, Ill. Phone, RAndolph 6-6650. Owner-Manager, Hal Tate. SERVICES OFFERED: Package programs including "Who's Talking?" transcribed quiz show.

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### *Telamuse Productions*

295 Madison Ave., New York 17, N. Y. Phone, LE 2-3195. Gertrude M. Katcher, Producer; David P. Lewis, Director; Patricia M. Poses, Production Assistant. SERVICES OFFERED: Complete preparation and production of television programs and live commercials.

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### *Telecast Productions, Inc.*

101 Fifth Avenue, New York 3, N. Y. Phone, ALgonquin 4-4300. President, Myron Zobel; Secretary, E. A. Freeman. SERVICES OFFERED: Packaged productions.

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### *Telemated Cartoons*

70 E. 45th St., New York 17, N. Y. Phone, MUrray Hill 6-8933. Prod.-Dir., Saul S. Taffet. SERVICES OFFERED: Production of television film commercials using animation, live action, or still cartoons on 35mm or 16mm film. Scripts and

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### *Telepak, Inc.*

170 So. Beverly Dr., Beverly Hills, Calif. Phone, Crestview 1-0204. Gifford Phillips, President; C. Robert Longenecker, V.P. and Coordinator of Sales & Prom.; Merrill Pye, V. P. Chg. of Prod. Speed L. Post, Gen. Mgr. SERVICES OFFERED: Custom-built TV shows, film and live; spot commercials; organized to create shows on any budget, for sponsor and agency.

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### *Tele-Radio Creations, Inc.*

540 No. Michigan Ave., Suite 209, Chicago 11, Ill. Phone, MOhawk 4 0015. M. T. Lanser, President; Miss Betty Myles, Vice President. SERVICES OFFERED: Create, produce and sell live and transcribed radio packages of all types; live TV packages.

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### *Tele-Radio Jingle Productions*

1650 Broadway, New York 19, N. Y. Phone, CO. 5-0371. Harry Revel, President; Hal Halpern, Vice President; Paul Kalet, Sales Manager. SERVICES OFFERED: Jingles for TV and radio, creation and production.

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### *Tele-Show Company*

521 Fifth Ave., New York 17, N. Y. Phone, MU 7-2722. Allen Prescott, Production; Myron J. Gould, Asst. Production; H. Ray Newman, Sales; Lawrence A. Lewis, Supervisor & Personnel; B. J. Morgan, Media Research Dir.; James Stamm, Scripts. SERVICES OFFERED: Complete television and radio packaging with particular reference to sponsor slants.

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### *Tele-Theatre Productions*

33 West 58th St., New York 19, N. Y. Phone, PLaza 9-9490. Charles W. Christenberry, Jr., Producer; Karen O'Sullivan, Director. SERVICES OFFERED: Package programs for TV and radio.

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### *Television Films of America*

Box 2222, Hollywood 28, Calif. Phone, HUdson 2-4048, GLadstone 6983. Jack Parker, Executive Producer-Gen. Mgr.; Allen Buick, Studio Manager; Ross Van Niebroc, Writer and Associate Producer; Garland Brunton, Writer and Associate Producer; Betty Underwood, Chief Script Editor; Mary Blue, Women's Program Manager; Hortense Reed, Children's Program Manager; Barry Du Barry, Television Research Director; H. Albert Rice, Jr., Special Events Director; Carl Underwood, Sports Feature Director. SERVICES OFFERED: Producers of special 16 mm. pictures for television release, special effects, etc., writers of television scripts to order. Producers of features, sports, fashion, children's and women's programs.

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### *Television-Radio Enterprises, Inc.*

22 Beekman Place, New York 22, N. Y. Phone, PLaza 5-6594. Louis M. Stumer, Pres.-Treas.; Hubbard K. Viles, Sec.; Kirl B. Alexander, Dir. of Radio; Berilla Kerr, Mgr. Radio Program Development; Trudi Wedell, Mgr. Television Program Development. SERVICES OFFERED: Complete radio and television packaging, including commercial spots, television consultants.

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### *Television Screen Productions, Inc.*

17 East 45th St., New York 17, N. Y. Phone, MUrray Hill 2-8877. Charles J. Basch, Jr., President; Charles Miller, Vice President; Clarence Schmidt, Treasurer; Frankie Basch, Secretary. SERVICES OFFERED: Film programs, film spots, industrial, training and documentary films, slide films; will rent studio facilities with, or without, cameramen; scripts, direction and cast; will undertake any portion of film job.

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### *Teleways Radio Productions, Inc.*

8949 Sunset Blvd., Hollywood 46, Calif. Phone, BRadshaw 2-1447, 2-1636, CRestview 6-7238. Carl F. Kraatz, Pres.; Charles A. Kennedy, Vice-Pres. & Dir. of Sales; A. Corrigan, Accounting Department; Art Kaptur, Traffic Manager; George R. Swearingen, Divisional Sales Manager; George W. Linn, Divisional Sales Manager. SERVICES OFFERED: Transcribed programs; creation and production of custom-built live talent or transcribed shows; creation and production of custom-built spot announcements, dramatized and singing commercials using big-name talent.

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### *Three Minute Sermons, Inc.*

Box 2222, Hollywood 28, Calif. Phone, HUdson 2-4048. Jack Parker, Exec. Prod.; Harold Marshall, Chief Script Writer & Assoc. Prod. Dir.; Garland Brunton, Writer & Assoc. Prod.; Mary Blue, Writer, Prog. Dir.; Ben Gaye, Public Relations; A. F. Parker, Jr., Prog. Mgr. SERVICES

OFFERED: Religious programs produced to order, religious scripts to order, and producers of "three-minute sermons" for five-minute spots, public and radio relations for religious radio programs, live and transcribed. Television department produces fifteen and thirty minute 16 mm. films with religious theme, also fillers for television.

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### *TOP Productions, Inc.*

*(Television On Parade)*

551 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-0272. Leon Roth, President; Marcy Fink, Executive Vice-President; Charles Caplin, Treasurer and General Manager. SERVICES OFFERED: Creating and producing television programs for agencies, stations and advertisers. Complete program packaging service-ideas-scripts-talent-production-sales.

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### *Torchlight Productions*

229 West 42nd St., New York 18, N. Y. Phone, WIsconsin 7-0771. David Kapralik, President; Jane White, Vice-President; Charles Mitchell, Publicity Dir. SERVICES OFFERED: Package radio and TV programs; specialists in public service programming.

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### *Towers of London, Ltd.*

37 West 46th St., New York 19, N. Y. Phone, LUxemburg 2-5131. Harry Alan Towers, Int. President; Oliver W. Nicoll, Vice-President and National Director for the U. S. BRANCH OFFICE: Towers of London, Ltd., 84 Hallam St., London, W. 1, England. Harry Alan Towers. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, scripts, talent, package shows, international radio service.

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### *Transamerican Broadcasting & Television Corp.*

1 East 54th St., New York 22, N. Y. Phone, PLaza 5-9800. President, John L. Clark. SERVICES OFFERED: Live and transcribed programs.

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### *Transcribed Radio Shows*

2 West 47th St., New York 19, N. Y. Phone, LUxemburg 2-3530. President, M. E. Moore; Gen. Mgr., J. Bartlet. SERVICES OFFERED: You name the type program or spot desired and we will produce it.

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### *Transcription Sales, Inc.*

117 W. High St., Springfield 35, Ohio. Phone, 2-4974. President, J. P. Williams; Exec. Vice-President, Adna H. Karns; V. P. & Gen. Mgr., John F. Hyle. SERVICES OFFERED: Building almost any type of transcribed radio program or spot announcement for exclusive use of individual clients; cutting personalized commercial messages, syndicated availabilities. TV shows also available.

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### *Transfilm, Inc.*

35 W. 45th St., New York 19, N. Y. Phone, LUxemburg 2-1400. President, William Miesegaes; Vice-President, Walter Lowendahl; Vice-President, Kurt Schelling; Vice-President, Pud Lane; Sec.-Treas., Peter A. Schlenker. SERVICES OFFERED: Complete facilities for production of motion pictures, animation and slide films, for Television, black and white or color; 16mm or 35mm. Permanent staff of producers, directors, writers, animators, artists, cameramen, film editors.

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### *United Press Associations*

220 East 42nd St., New York 17, N. Y. Phone, MUrray Hill 2-0400. Radio News Manager, Phil Newsom; Radio Sales Manager, Al F. Harrison; Radio Shows Div. Manager, C. Edmonds Allen. SERVICES OFFERED: Production for radio and television of news and sports service, news scripts, news research.

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### *U. S. Recording Co.*

1121 Vermont Ave., N. W., Washington 5, D. C. Phone, STerling 3626. General Manager, Joseph Tait; Sales Manager, Robert L. Kaufman; Chief Recording Engineer, H. P. Meisinger; Plant Manager, Irving Linkow; Chief Research Physicist, Carl Mayfield. PLANT: 1347 S. Capitol St. SERVICES OFFERED: Complete recording service; disc, tape, wire. Direct wire studio service to any U. S. Broadcast station for Washington programs. Programs details arranged if desired. Same by discs on regular frequency scheduled delivery. (For equipment manufactured see listing under Equipment Firms.)

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### *United Productions, Inc.*

654 Madison Ave., New York 21, N. Y. Phone, TEmpleton 8-8300. George Scheck, Producer-director; Lou Dahlman, Producer-director; David O. Alber, Promotion; Sandy Howard, Writer; Alvin Griner, Musical Director. SERVICES OFFERED: Packaging, producing, directing and promotion.

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### *Thomas J. Valentino, Inc.*

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-4675-6. President, Thomas

J. Valentino; Vice-President, Michael T. Valentino. SERVICES OFFERED: Sound effects records, Chime & Organ recordings, transcriptions, recording service, pressings, health films, mood music recordings.

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### *Video Associates, Inc.*

515 Madison Ave., New York 22, N. Y. Phone, PLaza 3-7966. President, Philip Brodsky; Vice President, Miriam Tulin; Sec.-Treas., Elizabeth Lee; Head Script Editor, Joan Usoskin. SERVICES OFFERED: Live packages, custom-built shows and special films for television exclusively; creators of "tele-pops" unique animated films.

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### *Chick Vincent & Company*

509 Madison Ave., New York 22, N. Y. Phone, ELdorado 5-0734. Producer and Director, Chick Vincent; Controller, Seymour Schneidman. SERVICES OFFERED: Package producers, program production, TV programs, live and films.

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### *J. Franklyn Viola*

152 West 42nd St., New York 18, N. Y. Phone, CHickering 4-3254. Pres. & Owner Franklyn Viola. SERVICES OFFERED: Foreign language broadcasting, including transcriptions, scripts, recordings, and talent.

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### *Von Baumann Studio*

331 E. 71st. St., New York 21, N. Y. Phone, RHinelander 4-5508. Owner, Cyril von Baumann; Publicity, E. F. Olbert. SERVICES OFFERED: Production of live and transcribed custom-built and package shows, radio & TV writing and production of spot and musical commercials in any language and any media. Program consultant.

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### *Roger White Productions*

125 East 50th St., New York 2, N. Y. Phone, PLaza 5-3560. Roger White, President; Leonard Traube, Associate Prodr. and Editorial Supvr.; Dale Phalen, Music Director. SERVICES OFFERED: Producing and packaging of radio and television programs, including publicity, promotion and research. Production of custom-built packages. Production of commercials and spots.

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### *Wolf Associates, Inc.*

420 Madison Ave., New York 17, N. Y. Phone, PLaza 5-7620. Edward Wolf, Pres. & Gen. Mgr.; Jack Rubin, Prod. Mgr.; Herbert Wolf, Script Editor & Casting Dir.; Paul Ross, Sales Mgr.; I. Wolf, Sales; Eddie Lee, Public Relations & Sales. SERVICES OFFERED: Complete radio & TV packages or production services.

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### *World Video, Inc.*

718 Madison Ave., New York 21, N. Y. Phone, REgent 4-6615. Henry S. White, President; John Steinbeck, Vice-President; Robert Capa, Vice-President; Ann Carnahan, Secretary-Treasurer, producer; Richard H. Gordon, Jr., Asst. Secretary-Treasurer, Producer; Donald Davis, Executive Producer; Fred Rosen, Executive Producer; Ann Segy, Producer; Samuel R. Campbell, Jr., Producer; Robert L. Jordan, Publicity Director. SERVICES OFFERED: Package television programs for sale, Film programs, live programs, and combination film and live programs.

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### *Carter Wright Radio-Television Productions*

1707 N. Hudson Ave., Hollywood 28, Calif. Phone, Hollywood 3636. Carter Wright, Owner; Albert W. Bellamy, Gen. Mgr. SERVICES OFFERED: Radio Television production, transcriptions, recording, scripts, talent, original music service, singing commercials.

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### *Wynn Wright Associates*

4 E. 53rd St., New York 22, N. Y. Phone, PLaza 3-4417-8. Wynn Wright, Prod.-Dir.; Charles Granzow, Mgr.; Jean Richter, Casting Dir. SERVICES OFFERED: Building and producing of radio television shows.

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### *Frederic W. Ziv Company*

1529 Madison Road, Cincinnati 6, Ohio. Phone, Plaza 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Vice-President, Chg. of Sales; Joseph L. Moore, Treas. & Comptroller; M. R. Ziv, Partner; Samuel Glueck, Prom. Mgr. BRANCH OFFICES: 501 Madison Ave., New York, N. Y. Phone, MUrray Hill 8-4700; 360 N. Michigan Ave., Chicago, Ill. Phone, FRanklin 2-8817; 6523 Hollywood Blvd. at Vine, Hollywood 28, Calif. Phone, HEmpstead 5121-2-3. SERVICES OFFERED: Network and transcribed programs.

•

### *Ziv Television Programs, Inc.*

1529 Madison Road, Cincinnati 6, Ohio. Phone, PLaza 1323. John L. Sinn, President; Frederic W. Ziv, Vice President; Paul Blair, Manager. SERVICES OFFERED: Produces open-end theatrical film covering wide variety of interesting subjects, available on commercial or sustaining basis, in both large and small markets from coast to coast.

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**LOS ANGELES:** 8723 Alden Drive, Bradshaw 2-2759

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# Transcription Companies

### *Advertisers Recordings Ltd.*

624 Dominion Square Bldg., Montreal, Quebec, Canada. Phone, Marquette 6368. President-General Manager, Walter P. Downs; Sec., Marjorie C. McKeown. SERVICES OFFERED: Transcription and private wire service.

### *Advertisers Recording Service, Inc.*

113 West 57th St., New York 19, N. Y. Phone, CIrcle 6-0141-2. (For detailed information see listing under Program Producers).

### *Affiliated Program Service, Inc.*

535 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 7-1668. Paul F. Adler, Manager. SERVICES OFFERED: Transcribed series; script library; tape recordings; sales and production of transcribed features.

### *All-Canada Radio Facilities Limited*

305 Victory Bldg., Toronto 1, Ont., Canada. Phone, Elgin 2464. President, H. R. Carson; Eastern Manager, G. F. Herbert; Program Manager, S. W. Caldwell; Sales Manager, F. W. Cannon. SERVICES OFFERED: Representative for transcription companies.

### *Allentown Record Co., Inc.*

10th and Walnut Streets, Allentown, Pa. Phone, 3-7405. Sanford L. Wartell, President; John L. Schwartz, Treasurer; Sidney Rubin, Secretary. SERVICES OFFERED: Phonograph record pressing contractors, working exclusively in unfilled vinylite and agralite. Pressings available in red or black.

### *Allied Record Mfg. Co., Inc.*

1041 N. Las Palmas Ave., Los Angeles 38, Calif. Phone, HOllywood 5107. D. K. Broadhead, Pres.; J. E. O'Hagan, Exec. V.-P.; J. S. Van Leer, Comptroller. SERVICES OFFERED: Processors and pressers of radio transcriptions and phonograph records.

### *American Royal Productions*

7928 Michigan Ave., Oakland 5, Calif. Phone, Lackhaven 8-8698. M. Scott Weakley, Manager. SERVICES OFFERED: Recording, transcription, production and public relations counsel.

### *Apex Recording Studios, Inc.*

119 West 57th St., New York, N. Y. Phone, PLaza 7-7067-8-9. Robert E. Scheuing, President; Sidney M. Feitelberg, Secretary-Treasurer; Thomas Dowd, Chief Engineer; Fred Herbert-Oettgen, Recording Director; Elayne H. Fox, Publicity; Edward Scheuing, Sales Promotion; Jack Keeny, Engineer. SERVICES OFFERED: Complete theater-studio facilities including Hammond Organ, sound effects, commercial record pressings, NAB standard transcriptions, reference auditions, off-the-air recordings. Remote location facilities. Tape and wire recording facilities.

### *Arizona Recording Productions*

834 North 7th Avenue, Phoenix, Ariz. Phone, 2-2016. Raymond Boley, Owner-Mgr.; Mary Clancy, Secretary. SERVICES OFFERED: Commercial transcriptions, air-checks, spot announcements, program production, script service. Lateral cut at 33-1/3 and 78 r.p.m. NAB Standards.

### *Associated Program Service (Div. of Muzak Corp.)*

151 W. 46th St., New York 19, N. Y. Phone, PLaza 7-7710. Richard S. Testut, Vice Pres. & General Manager; Bert C. Lown, Vice Pres. Chg. Station Relations; John R. Andrus, Vice Pres. & Treasurer; Andrew M. Wiswell, Vice Pres. & Recording Director; Clifford E. Greenland, Commercial Manager; James W. Lucas, Program Director. SERVICES OFFERED: Transcribed musical library service for radio stations. Integrated script service for locally sponsored musical programs based on APS selections. Special music libraries for television programming and for schools and colleges with radio courses.

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"HIS MASTER'S VOICE"

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RCA Victor manufacture of your recordings means a lot to both you and your prospects: highest quality material . . . the utmost in record engineering . . . the integrity of a world leader with over 50 years of experience and electronic research. If you want to create the best impression, if you want to "sell" a program or audition—think what RCA Victor "KNOW-HOW" can do for *you!*

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RCA VICTOR DIVISION

CUSTOM RECORD SALES

### *Associated Radio-Television Productions*

Empire State Bldg., New York 18, N. Y. Phone, LO 3-7290. President, Jay E. Kashuk; Vice-President and Secretary Lew Kashuk; Treasurer, Robert Jay Fox. SERVICES OFFERED: Radio and television production for agencies, national and local advertisers and radio stations. Syndicated and custom-built transcriptions of spot announcements, singing commercials, also live and transcribed programs. Productions of television film.

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### *Atlantic & Pacific Broadcasting System*

Box 2222, Hollywood 28, Calif. HUdson 2-4048. Jack Parker, Vice President & Gen. Manager; Ray Bond, Associate Producer & Writer; Betty Underwood, Chief Script Editor; Royal F. King, Traffic Manager; Ann Blue, Stations Relations Mgr.; Mary Blue, Program Manager; Ben Gaye, Public Relations Mgr.; H. Albert Rice, Sr., Commercial Manager. SERVICES OFFERED: Transcription network, transcribed programs made to order. Full commercial copy service. Scripts to order. Associated with Television Films of America, Three Minute Sermons, Inc.

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### *Beltone Recording Corp.*

2 West 46th Street, New York 19, N. Y. Phone, LUxemburg 2-2920. President, Leslie C. Cahan; Sec.-Treasurer, Shirley Cahan. SERVICES OFFERED: Recording, catering to the independent phonograph record companies and the advertising companies requiring electrical transcriptions.

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### *Ford Bond Radio Productions*

810 RCA Bldg., W., New York 20, N. Y. Phone, CIrcle 7-2236. (For complete listing see Program Producers Section).

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### *Brinkley Recording Co.*

232 E. Erie St., Chicago 11, Ill. Phone, DElaware 7-4786. Jack Brinkley, General Manager. SERVICES OFFERED: Transcribed radio programs, phonograph records; open-end programs. Programs produced to client's specifications; package shows; spots, TV films, commercial announcements and sound film for TV.

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### *The Cardinal Co.*

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HEmpstead 1177. Jos. F. McCaughtry, President & General Manager; G. L. McCaughtry, Vice-President; Joseph T. Scott, Secretary-Treasurer. SERVICES OFFERED: Radio & Television: program production and transcriptions.

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### *Cinemart, Inc.*

Exec. & Sales Offices: 565 Fifth Ave., New York 17, N. Y. Phone, MUrray Hill 8-3837-8-9. Sound Recording Studios, 101 Park Ave., New York 17, N. Y. Phone, MUrray Hill 4-1562-3-4. Harold Kovner, President; Varian Fry, Vice-Pres. & Gen. Mgr.; Andre Carbe, In Charge Motion Picture Production; John H. Macdonell, Account Executive. SERVICES OFFERED: Complete sound recording services, including auditions, air and line checks, phonograph masters, transcriptions for broadcast, shellac and vinylite pressings, 16 mm. film recording, tape and wire recording, location recording. Production of 35 and 16 mm. films for advertising, industry and television.

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### *Coastal Recording Co., Inc.*

136 West 52nd St., New York 20, N. Y. Phone CIrcle 6-3900. Thomas M. Kelleher, Manager; Paul Hickin, Chief Recording Engr. SERVICES OFFERED: All types of recording services off-the-air, off-the-line studio and remote. Tape, wire and disc equipment available. Masters, pressings and instantaneous discs supplied. Program helps of all types available.

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### *Columbia Transcriptions*

*(A Division of the Columbia Records, Inc.)*

799 Seventh Ave., New York 19, N. Y. Phone, CIrcle 5-7300. Robert J. Clarkson, General Manager; Martin D. Schnall, Asst. Mgr.; Alden O. Carlson, Sales Representative; Carl Reinschild, Sales Representative. SERVICES OFFERED: Complete services for recording, processing and pressing Electrical Transcriptions, phonograph records and long playing Microgroove records. Studios in New York, Chicago and Hollywood.

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### *Consolidated Sound Laboratories*

2013 N. 63rd St., Philadelphia, Pa. Phone, TRinity 8213. Owner-Chief Engineer, Raymond Norton. SERVICES OFFERED: Recording, processing, manufacture of recording equipment.

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### *Gordon M. Day Productions*

108 East 30th St., New York 16, N. Y. Phone, ORegon 9-3595. Gordon M. Day, Writer-Producer; Carol Bulkley, Producer-Director; Luise Johnson, Copy

Supervisor, Retail Radio Director. SERVICES OFFERED: Creation and production of singing commercials, dramatic commercials and spots of all types; musical composition and arranging; radio department services to advertising agencies; retail radio. TV spots and programs.

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### *Decca Records, Inc.*

50 W. 57th St., New York 19, N. Y. Phone, COlumbus 5-2300. Vice-President Charge Recording, Dave Kapp; Special Service, Ed Strauss. SERVICES OFFERED: Custom-built electrical transcription records.

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### *Eccles Recordings, Inc.*

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, HIllside 8351. President, Robert P. Newman; Treasurer, Pollard Garrison; Chief Director, Robert M. Purcell. SERVICES OFFERED: Recording and complete packaging service for radio, motion picture and television producers. Disc, film, magnetic tape sound, motion photography, synchronized tracks, syndicated commercial spot films.

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### *Empire Broadcasting Corporation*

480 Lexington Ave., New York 17, N. Y. Phone, PLaza 9-4500. Helen D. Kelleher, Pres. & Treas.; F. de Jaager, Vice-Pres.; Arthur Lubo, Secretary. SERVICES OFFERED: Studio, recording, air line and remote.

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### *Frankay & Jackson Recording Studios, Inc.*

48 West 48th St., New York 19, N. Y. Phone, LOngacre 5-8453. President, Harry Jackson; Vice-President, Frank Kay; Sec'y & Treas., Betty Jackson; Business Manager, Harry Jackson. SERVICES OFFERED: Off-the-air recordings (air checks); spot announcements; transcriptions; large studios for rehearsals; masters and pressings; copies made from your recordings.

### *Mitchell Gertz*

8533 Sunset Blvd., Hollywood 46, Calif. Phone, CR. 4-5491. Mitchell Gertz, President; Arthur Hyman, Literary Dept.-Story Editor; Miles Bohm Auer, Talent Dept. SERVICES OFFERED: Producer of "Adventures of Zorro" for transcription or live.

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### *Harry S. Goodman Radio Productions*

19 East 53rd St., New York 22, N. Y. Phone, PLaza 5-6131-5. (For detailed information see listing under Program Producers.)

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### *George Heid Productions*

1005 Century Bldg., Pittsburgh 22, Pa. Phone, GRant 3696. George Heid, Owner and Director of Recordings; Al Campbell, Director of Slide Film Productions; Max Adkins, Musical Director. SERVICES OFFERED: Electrical transcriptions, recordings, air checks, script, production, radio package shows, slide film production, original musical jingles, sound for mechanical displays.

### *Hollywood Recorded Features, Inc.*

75 East Wacker Drive, Chicago 1, Ill., Phone, Dearborn 2841. R. S. Peterson, President. SERVICES OFFERED: Transcriptions.

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### *Mary Howard Recordings*

37 E. 49th St., New York 17, N. Y. Phone, PLaza 3-4800, Ext. 47-55. Mary Howard, Owner-Manager; Donald Plunkett, Chief Engineer; Betty Jane Keilus, Commercial Manager in Charges of Sales and Promotion; Bob Dixon, Production Manager; Joseph Roberts, Publicity Consultant; Gretchen C. Howard, Office Manager. SERVICES OFFERED: Off-the-air and off-the-line recordings. Commercial records, transcriptions, all studio facilities. Package shows and spots. Tape recording and editing facilities. (Tape To Records—Records To Tape.) Recording all audio ends of TV shows.

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### *International Recording Studios, Inc.*

6700 Sunset Blvd., Hollywood 28, Calif. Phone, HO 6344. H. Dixon McCoy, Pres.; SERVICES OFFERED: Electrical tran-


# appears only on the nation's finest transcriptions

- Recording studios—vertical, lateral and tape
- Gold-sputtered masters—masterpieces of invariable quality
- Muzak-compounded Vinylite
- Transcriptions and phonograph records
- Most advanced methods and facilities
- Experienced, conscientious craftsmanship

*All or any of these Muzak specialized services are available to you.*

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**Muzak** TRANSCRIPTION DIVISION
*Reg. U. S. Pat. Off.* *a service of Muzak Corporation*
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250 W. 54th St., N. Y. 19 and
Elizabethtown, Kentucky

scriptions of all types, air checks, line checks, 200-seat auditorium for network broadcasting or transcribing with or without a studio audience, masters and complete processing and pressing, and phonograph records.

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### *Kasper-Gordon, Inc.*

140 Boylston St., Boston 16, Mass. Phone, DEvonshire 8-7357. Edwin H. Kasper, President & Production Director; Aaron S. Bloom, Treasurer & Director, Commercial Dept.; Robert W. Graham, Office Manager; Frances Barrett, Secretary; Gerald Kaufman, Production-scripts; Kenn Schaffer, Engineering Dept.; Bradford Tiffany, Engineering; Preston Sandiford, Musical Director. SERVICES OFFERED: Recordings, air-checks, custom-built and syndicated programs, live and transcribed, jingles, script service, talent, phonograph recordings, portable playback machines.

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### *Kermit-Raymond Corporation*

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. Raymond R. Green, Vice President & General Manager; William J. McCambridge, Treasurer; Theodore Green, Business Manager; David Fiel, Account Executive; Andree P. Jones, Secretary. SERVICES OFFERED: Production of live and transcribed programs, spot announcements, scripts and program consultants.

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### *Keystone Broadcasting System, Inc.*

580 Fifth Avenue
New York 19, N. Y.
Phone, PLaza 7-1460

**Officers & Directors**

Exec. Vice-President.....Naylor Rogers
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Accountant and Office
Manager .....Elizabeth M. Mueller
Western Sales Manager..Naylor Rogers
6331 Hollywood Blvd.
Hollywood 28, Calif.
Phone, HOllywood 5338
Program Director.....Elaine N. Gonda
310 Citizens Building
Cleveland 14, Ohio
Phone, Cherry 4050
Mid-Western Sales.. Louis M. Bloch, Jr.

SERVICES OFFERED: Keystone Broadcasting System is a transcription network principally covering BEYOND-METROPOLITAN markets from coast-to-coast. Its affiliated stations are joined together in a national system by means of transcription, eliminating wire charges. At time of going to press, the network includes 375 affiliated stations. 24 fully scripted sustaining shows per week, filling 1 hour per day, seven days each week, to a total of 7 hours per week. This is the only national, full-sized network in the United States offering national radio advertisers the opportunity to cover the BEYOND-METROPOLITAN markets exclusively, in a single transaction, by means of electrical transcription. The System offers its facilities in group network time periods from one hour down to five minutes, and also makes available announcement periods of one-minute, half-minute and 25 words in length.

•

### *C. P. MacGregor*

729 S. Western Ave., Los Angeles 5, Calif. Phone, FItzroy 4191. C. P. MacGregor, President. (For detailed information see listing under Program Producers.)

•

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IF YOUR RADIO DRAMATIZATION NEEDS SOUND EFFECTS

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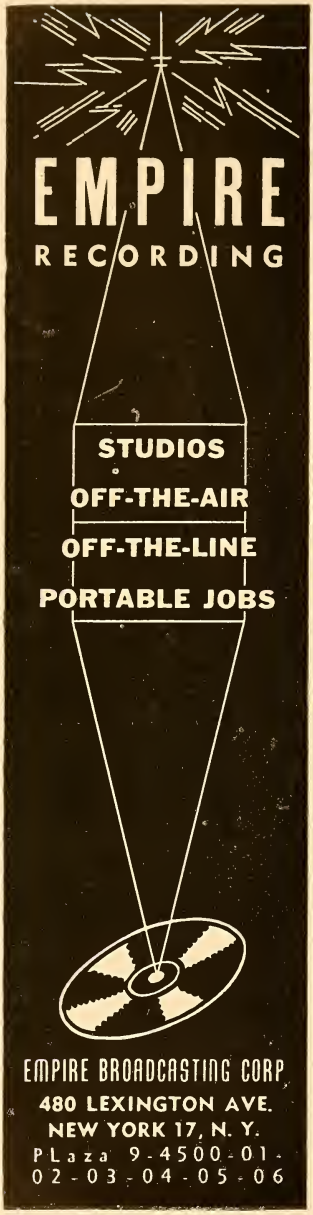




### *Mayfair Transcription Company*

8511 Sunset Blvd., Hollywood 46, Calif. Phone, CRestview 1-8151. B. A. Joslin, Exec. Vice-Pres.; Vern Carstensen, Prod. Mgr.; Bob Reishenback, Sales Mgr.; Richard Sanville, Dir.; Russell S. Hughes, Story Editor; Florence Jordan, Office Mgr. SERVICES OFFERED: Producers and distributors of open-end transcribed shows; tailor-made transcribed programs; transcribed announcements. "Alan Ladd-Box 13"; "Damon Runyon Theatre"; "Chuckwagon Jamboree".

•

### *Fred C. Mertens and Associates*

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. Fred C. Mertens, President. (For detailed information see listings under Program Producers.)

•

### *Les Mitchel Productions, Inc.*

9310 Hillrose, Sunland, Calif. Phone, FLorida 3-1531, 3-3244. Les Mitchel, President; G. Madelon Mitchel, Secty. & Treas.; E. Marshal Bitgood, Vice President; Budd Lesser, Vice President-Script Editor; John Hutchins, Controller. SERVICES OFFERED: Production of transcribed and live package programs. Directorial and supervising service.

•

### *Morton Radio Productions, Inc.*

360 N. Michigan Ave., Chicago 8, Ill. Phone, CEntral 6-4144. President, Morton Jacobson; Secretary, Cecelia Jacobson. SERVICES OFFERED: Open-end and custom built transcriptions, live packages. Transcribed programs.

•

### *Muzak Corporation*

(*Executive Offices*)

229 Fourth Ave., New York 3, N. Y. Phone, ORchard 4-7400. Harry E. Houghton, President; Charles C. Cowley, Exec. Vice President; John R. Andrus, Vice Pres. & Treasurer; Anna M. Kerner, Secretary; William R. Seth, Advertising Director.

(*Transcription Division*)

Recording Studios: 151 West 46th St., New York 19, N. Y. Phone, PLaza 7-7710; Processing & Pressing Plant: 250 West 54th St., New York 19, N. Y. Phone, PLaza 7-7700. Richard A. Wilson, Vice Pres. & General Manager; Helen S. Wallace, Director of Sales. SERVICES OFFERED: Production facilities, recording studios (vertical, lateral and tape), gold-sputtered masters, Muzak-compounded

Vinylite biscuits, Vinylite transcriptions and phonograph records. Studio, off-the-line, off-the-air recordings. Complete services for recording studios, advertising agencies, packaged program producers, radio stations, public service organizations.

*(Wired Music Division)*

229 Fourth Ave., New York 3, N. Y. Phone, ORchard 4-7400. Curt H. Pfenniger, Vice Pres., Chg. of Sales; John R. Andrus, Vice Pres. & Treasurer; Ethel W. Maclean, Vice Pres., New York Operations; Roger L. Thaxter, Promotion Manager. SERVICES OFFERED: Transcribed music library specially arranged, recorded and programmed for functional use by hotels, restaurants, offices, banks, factories, stores and shops. Transmitted by telephone line from Muzak studios in all principal cities.

•

### NBC Radio-Recording Division

30 Rockefeller Plaza, Radio City, New York 20, N. Y. Phone, CIrcle 7-8300. Robert W. Friedheim, Director; George C. Stevens, Business Manager; Donald J. Mercer, NBC Thesaurus & Syndicated Sales Manager; Charles G. Hicks, Jr., Recording Sales Manager; Herbert H. Wood, Program Manager; Norman L. Cloutier, Thesaurus Program Manager; Frank McMahon, Advertising & Promotion Manager. SERVICES OFFERED: NBC THESAURUS (musical program service); NBC SYNDICATED PROGRAMS (recorded dramatic, variety, musical shows, etc.); NBC CUSTOM-BUILT PROGRAMS (for regional and national spot advertisers); Reference, audition or off-the-line recording for advertisers, agencies or talent, NBC Orthacoustic transcriptions.

•

### National Radio Features

100 State Street, Albany 7, N. Y. Phone, 4-8226, 8-1311. Vice-President-General Manager, Allen I. Stock; Al Wolman, District Manager; Bernie Kaye, District Manager; R. G. MacDonald, District Manager; Betty R. Pearl, Publicity Manager; E. M. Stock, Sales Manager. SERVICES OFFERED: Special radio productions for radio station campaigns featuring the new "Radio On Call" production designed to have listening audience understand more fully what radio stations will do for them and the community.

**ALLIED RECORD MANUFACTURING CO., INC.**

Largest custom processing and pressing plant in the country . . . silver nitrate processing—genuine Vinylite brand plastic pressings. Independent producers can rely on us for exceptionally fast service.

THIS YEAR send your master acetates to ALLIED.

**1041 NORTH LAS PALMAS AVENUE • HOLLYWOOD 38 • HO 5107**

*(See Color Advertisement on Page 30)*

### *National Recording & Film Corporation*

540 North Michigan Ave., Chicago 11, Ill. Phone, WHi. 4-5543. Richard Bradley, President; B. J. Tunick, Secretary-Treasurer; Leo Rabens, Office Manager; Merrill W. Fugit, Program Exec. and Dir. of Radio Sales; Warren Ketter, Promotion Director. SERVICES OFFERED. General advertising, ET and transcribed programs, library service, etc. Script service, program production, air checks, film projection service.

•

### *Premier Radio Enterprises, Inc.*

3033 Locust Street, St. Louis 3, Mo. Phone, Newstead 3555. Theodore P. Desloge, President and Treasurer; Wilson Dalzell, V.P. & Secretary. SERVICES OFFERED: Producing and recording transcribed radio programs, slide films, motion pictures for television; complete manufacturing facilities for transcription and phonograph record pressings.

•

### *Press Association, Inc.*

50 Rockefeller Plaza, New York 20, N. Y. Phone, PLaza 7-1111. Oliver Gramling, Vice-President-Assistant General Manager. SERVICES OFFERED: "Sports Star Special"—A 15-minute interview and dramatization of personalities who are the "who's who" of the sports world. "Special Assignment"—A 15-minute dramatization of the exciting or unusual experiences of one reporter or another in covering news. "Personality Time"—A 15-minute interview and dramatization presenting prominent personalities in the news, and from stage, screen, radio, art, science and literature.

•

### *George Logan Price, Inc.*

946 South Normandie Ave., Los Angeles 6, Calif. Phone, FEderal 7372. George Logan Price, President & Prod. Mgr. S. M. Lauch, Service & Sales Manager; G. L. Price, Sr., Copy Chief. SERVICES OFFERED: Specialists in geared to the account and the market package programs from the original idea to the finished product. Not only sells and services packaged shows but follows through to produce sales in profitable volume.

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### *Radio Features of America*

37 West 46th St., New York 19, N. Y.


**the symbol of the finest in radio transcriptions**

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*PIONEER PRODUCERS SINCE 1934*

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**Processing and Pressing of transcriptions and records**

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Phone: JUdson 2-3791

Phone, LUxemburg 2-5130. Oliver W. Nicoll, Executive Director; Alma Sandra Munsell, Associate Dir. Representative: Towers of London, Ltd., 84 Hallam St., London, W. 1. SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, scripts, talent; package live shows, phonograph records, international radio service.

•

### *Radio Producers of Hollywood, Inc.*

1651 Cosmo St., Hollywood 8, Calif. Phone, Hollywood 8318. Lou R. Winston, Pres.; M. L. Staggs, Station Relations. SERVICES OFFERED: Complete catalogue of all types of transcribed open and programs 60 different shows, totaling 3,500 quarter hours.

•

### *Reeves Sound Studios, Inc.*

304 E. 44th St., New York 17, N. Y. Phone, ORegon 9-3550. Hazard E. Reeves, President; Chester L. Stewart, Vice President & Studio Manager; Lyman J. Wiggin, Chief Engineer; Richard J. Vorisek, Manager of Film Recording Division; Robert Fine, Manager of Disc Recording Division; Charles Campbell, Engineer. SERVICES OFFERED: Recording sound on film; shooting facilities; orchestra facilities and disc recording. Facilities for television production.

•

### *Rockhill Radio Recording*

18 East 50th St., New York 22, N. Y. Phone, PLaza 9-7979. Stanley J. Wolf, President; Emanuel H. Wolf, Vice-President, Gen. Mgr. SERVICES OFFERED: Studio recordings; off-the-air and off-the-line recordings; masters; shellac and vinylite pressings; electrical transcriptions.

•

### *Jack Rourke Productions*

6331 Hollywood Blvd., Hollywood 28, Calif. Phone, GRanite 1950, HOllywood 5762. Jack Rourke, President; Fred Fuld, Jr., General Mgr.; Mike O'Donnell, Account Executive; Joan Rourke, Publicity Dir. SERVICES OFFERED: Transcribed programs, spot announcements and jingles.

•

### *SESAC, Inc.*

475 Fifth Ave., New York 17, N. Y. Phone, Murray Hill 5-5365. Paul Heinecke, President; R. C. Heinecke, Secretary-Treasurer. SERVICES OFFERED: Licensing the use of copyrighted


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TRANSCRIPTIONS, RECORDS, SOUND MOVIE COMMERCIALS FOR TELEVISION . . . MADE TO ORDER

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Sound On Tape, Disc and Film.

Studio and Portable Equipment.

OPEN END E.T. SHOW FOR LOCAL SPONSORS

"Big Studio Quality At Small Studio Prices"

Since 1942.



**The Five Minute, Transcribed**

**JEFF BRYANT SHOW**

**104 Story-tellin', product sellin' shows! Mighty fine entertainment. And the price is mighty low!**

*"The sponsor is happy with the show,"* writes Mark Crandall, Station Manager, KFEL, Denver, who has bought the entire series.

**Reserve JEFF BRYANT for your own market. Send for full details and 8-program record *today*.**

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music, transcribed library-pogram service, syndicated transcribed tailor-made programs for advertisers.

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### *K. R. Smith Company, Inc.*

619 W. 54th St., New York 19, N. Y. Phone, PLaza 7-2000. K. R. Smith, President, Treasurer; Peter C. Rogers, General Manager. SERVICES OFFERED: Processing and pressing of radio and transcription records.

•

### *Sound Studios, Incorporated*

1124 Vermont Ave., Washington 5, D. C. Phone, REpublic 1984-5-6. Leon Loeb, President; Ethel Loeb, Secretary; Leo Orso, General Manager. SERVICES OFFERED: Producers of custom built transcriptions; complete Washington studio service for out of town radio stations. Air checks, remotes, pickups and all recording services.

•

### *Charles Stark Productions*

366 Madison Ave., New York 17, N. Y. Phone, Murray Hill 2-2636. Charles Stark, President; William Stark, V.P.; Peggy M. Springstead, Acct. Exec. SERVICES OFFERED: Transcribed programs, individually tailored spot announcements for broadcast purposes; new series of open end syndicated shows for local sponsorship.

•

### *Telepix Corp.*

6233 Hollywood Blvd., Hollywood 28, Calif. Phone, HIllside 8351. Robert P. Newman, President; Pollard Garrison, Treasurer; Robert M. Purcell, Director; Hal Wilson, Sales Manager; Miles E. Pike, Animation Director. SERVICES OFFERED: Recording and complete packaging service for radio, motion picture and television producers. Disc, film, magnetic tape sound, motion photography, synchronized tracks, syndicated commercial spot films.

•

### *Teleways Radio Productions, Inc.*

8949 Sunset Blvd., Hollywood 46, Calif. Phone, CRestview 6-7238, BRadshaw 2-1636, 2-1447. President, Carl F. Kraatz; Vice-Pres. in Chg. of Sales, Charles A. Kennedy; SERVICES OFFERED: Transcribed programs, The John Charles Thomas Show, The Frank Parker Show, Sons of The Pioneers, Riders Of The Purple Sage, Moon Dreams, Strange Wills, Danger, Dr. Danfield, Barnyard Jamboree, Strange Adventures. Also creation and production of spot announcements and creation and production of custom-built, live-talent programs.

•

### *Tip Top Productions*

Box 2222, Hollywood 28, Calif. Phone, HUdson 2-4048, GLadstone 2624. Jack Parker, Executive Producer; Ray Bond, Ass't. to Exec. Producer; H. Albert Rice, Jr., General Manager; Betty Underwood, Script Editor-Film Division; Hortense Reed, Script Editor-Radio Division; Allen Buick, Script Editor-Television Div.; Mort Masters, Phonograph Division Manager. SERVICES OFFERED: Phonograph records, transcription syndicate (radio programs) films for television, motion picture features, shorts, educational, and business films. Programs produced to order for advertisers, stations (both radio and television).

•

### *L. S. Toogood Recording Co.*

221 N. La Salle St., Chicago 1, Ill. Phone, CEntral 6-5275. Owner, L. S. Toogood. SERVICES OFFERED: Recording service.

•

### *Towers of London, Ltd.*

37 W. 46th St., New York 19, N. Y. Phone, LUxemburg 2-5131. Intrntl. President, Harry Alan Towers; Vice-Pres. & National Dir. for U. S., Oliver W. Nicoll.

SERVICES OFFERED: Program production and consultation, syndicated transcribed programs, script, talent, package live shows, international radio service.

•

### Transcribed Radio Shows

2 West 47th St., New York 19, N. Y. Phone, LUxemburg 2-3530. M. E. Moore, President; J. Bartley, Gen. Mgr. SERVICES OFFERED: Tailor made programs, syndicated programs, jingles, spots, musicals, dramas, historical, variety shows, transcriptions programs from 15-seconds to half hour, for every type business.

•

### Transcription Broadcasting System

11 East 52nd St., New York 22, N. Y. Phone, ELdorado 5-5511. William McCambridge, President; Raymond Green, Executive V. P.; Theodore Green, Treasurer; Howard Epstein, Secretary; David Fiel, Vice-President; Arthur Simon, General Manager. SERVICES OFFERED: 8¾ hours of shows at the one-time half hour national rate. Minimum rate, $40.

•

### Transcription Sales, Inc.

117 W. High St., Springfield 35, Ohio. Phone, 2-4974. J. P. Williams, President; Adna H. Karns, Ex. Vice-Pres.; John F. Hyle, V.P. & General Manager. SERVICES OFFERED: Open end transcriptions featuring outstanding name stars such as "Singin' Sam," "Mullen Sisters," "Emile Cote," Charles Magnanti," "Curley Bradley," and many others. TV shows also available.

•

### United Broadcasting Co.

301 East Erie St., Chicago 11, Ill. Phone, SUperior 7-9114. William L. Klein, General Manager and Chief Producer; Marilyn L. Friedel, Assistant Manager; Bryan Wright, Chief Engineer. SERVICES OFFERED: Operate former World Broadcasting System Studios. Transcribing "Judy & Jane," "Lutheran Hour," "Tell Me, Doctor," and dramatized spot announcements. Making masters for phonograph record companies and operate own processing and pressing plant. Syndicating "Dinner Winner" program.

•

### United Recording Laboratories

1650 Broadway, New York 19, N. Y. Phone, CI 7-3718, 7-2089. Anita Smith, George Adams, Owners. SERVICES OFFERED: Instantaneous recording, Masters, complete recording facilities, transcribed collectors and documentary library, custom-built programs.

•

### Thomas J. Valentino, Inc.

1600 Broadway, New York 19, N. Y. Phone, CIrcle 6-4675-6. Thomas J. Valentino, Pres.; Michael T. Valentino, Vice-Pres. SERVICES OFFERED: Sound effects records, transcriptions, chime & organ recordings, pressings, recording service. Health films, mood music.

•

### Hal Wilson Radio Productions

6000 Sunset Blvd., Hollywood 28, Calif. Phone, HOllywood 1714. Hal Wilson, Owner. SERVICES OFFERED: Syndicated E.T. programs, live package shows, E.T. spots. TV spots & programs, both live and film.

•

### World Broadcasting System

501 Madison Ave., New York 22, N. Y. Phone MU-8-4700. Frederic W. Ziv, President; John L. Sinn, Vice President; A. B. Sambrook, Commercial Manager; Maynard Marquard, West Coast Manager. SERVICES OFFERED: World Program Service Library, Library Programs, Audio-Flex Programs and custom built shows.

•

### Frederic W. Ziv Co.

1529 Madison Road, Cincinnati 6, Ohio. Phone, PLaza 1323. Frederic W. Ziv, President; John L. Sinn, Vice-President; Alvin E. Unger, Vice President in Charge of Sales; Joseph L. Moore, Treasurer and Comptroller; M. R. Ziv, Partner; Samuel Glueck, Promotion Manager; Television Dept.: John L. Sinn, President; Frederic W. Ziv, Vice President; Paul Blair, Mgr. BRANCH OFFICES: 501 Madison Ave., New York 22, N. Y. Phone, MUrray Hill 8-4700. 360 North Michigan, Chicago 1, Ill. Phone, FRanklin 2-8917. 6253 Hollywood Blvd. at Vine, Hollywood 28, Calif. Phone, HEmpstead 5121-2-3. SERVICES OFFERED: Network and transcription productions, featuring top-talented performers from radio, stage and screen — available to local and regional sponsors.

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### The Karl Zomar Library

3120 Federal Blvd., Denver 11, Colo. Phone, GLendale 6642. Karl Zomar, Managing Director; Robert B. Nordberg, Station Relations Secretary; Vera Burdette, Musical Director; Karl Zomar, Jr., Script Editor; Harold Welshon, Recording Engineer; Ross Miller, Auditor. SERVICES OFFERED: Script and transcription library.

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ASCAP's great reservoir of performing rights in music of every conceivable form is the creation of 2,400 members of the American Society of Composers, Authors and Publishers, and of many thousands of affiliates throughout the world.

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# MUSIC

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**By FRED E. AHLERT**

*President*

THE American Society of Composers, Authors and Publishers (ASCAP) organized Feb. 13, 1914, is dedicated chiefly to the protection of its members' music performing rights. In providing this protection, the Society becomes a readily accessible source of every conceivable kind of music sought by commercial enterprises making use of music performances as part of their business.

ASCAP was formed by Victor Herbert and a little more than 100 associates who found that individually they were unable to protect their performing rights. These organizers of the Society followed the pattern of similar performing right societies in other countries. With a record of continuous growth, and of constantly expanding service to its patrons, the Society now has a membership of more than 2,000 writers and some 350 publishers.

•

Originally active chiefly in the field of popular music, ASCAP in recent years has broadened its operations to include more works of standard composers. Today all the leading symphony orchestras make use of ASCAP licenses, and the same is true of civic and community groups in more than 400 cities, whose musical directors find their music clearance problems simplified through the machinery of the ASCAP license.

ASCAP is a national institution. Men and women from every state and territory of the United States, and Americans by adoption from more than 40 countries are included in its membership. There are 162 women members. Nearly 400 estates share in the royalties collected by the Society.

Such estates are largely those of deceased members, although there are numerous instances of memberships of estates whose principals died before ASCAP was formed, e.g. Ethelbert Nevin, Edward MacDowell, Gustav Mahler. Musical copyrights in these estates just as the copyrights of living members, continue to yield income after the deaths of the creators.

•

ASCAP maintains headquarters in the RCA Building, Radio City, with 25 branches throughout the country. Officers as of Jan. 1, 1949 are:

*Fred E. Ahlert* ..... *President*
*Gustave Schirmer* ..... *Vice President*
*Oscar Hammerstein II* ..... *Vice President*
*George W. Meyer* ..... *Secretary*
*Louis Bernstein* ..... *Treasurer*
*Donald Gray* ..... *Assistant Secretary*
*Frank H. Connor* ..... *Assistant Treasurer*

The Board of Directors comprises 12 writer- and 12 publisher-members, eight of whom are elected annually by the membership for three year terms.

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Flammer, Harold, Inc.
  Luckhardt & Belder
Foley, Charles
Foreign & Domestic Music Corp.
  Cummins Music Co.
Forster Music Publisher, Inc.
Fortune Music, Inc.
Fowler Music Co.
Fox, Sam, Publishing Co.
  Pallma Music Publishers, Inc.
Franklin, John, Co., Inc., The
  Kay & Kay, Inc.

G & C Music Corp.
GI Music Corp.
  GI Music
  GI Music Pub. Co.
Galaxy Music Corporation
Gamble Hinged Music Co.
Gaumont Music Publishers, Ltd.

CECILLE MUSIC CO., Inc.

580 FIFTH AVE. NEW YORK CITY

Roland Trenchard, Radio Station WAAT, Newark, N. J.: "We at WAAT believe there is only one radio news service — The **A P.** We have tried all the news services, and it is **A P** for us."—From the Minutes of the New Jersey Associated Press Radio Association, September 17, 1948.

Gem Music Corporation
General Music Publishing Co., Inc.
Georgeoff, Evan, Mus. Pub. Co.
Concert Music Pub. Co.
Montrose, F., Mus. Pub. Co.
Gershwin Pub. Corp.
Glenmore Music, Inc.
Global Music, Inc.
Harvest Songs Co.
Goldmine Music, Inc.
Goldwyn, Samuel, Music Pub. Corp.
Goodman Music Co., Inc.
Universal Music Co., Ltd.
Gordon, Kaufman & Real, Inc.
Grand Music Corp.
Artists Music Corp.
Gray, H. W., Company, Inc.
Gray, H. W., Co.
Greenwich Music Co., Inc.
Guild Music Publishers, Inc., The

Hall-Mack Company
Geibel, Adam, Music Co.
Handy Bros., Music Co., Inc.
Hansen, Charles H., Music Co.
Hargail Music Press
Harman Music, Inc.
Harmony Music Corp.
Harms, Inc.
Harms, T. B., Company
Harris, Charles K., Music Pub. Co., Inc.
Harris, Chas. K., Mus. Pub.
Herbert Music Co., Inc.
Homeyer, Chas., W. & Co., Inc.
Best Music, Inc.
Hope Publishing Company
Biglow-Main-Excell Co.
Excell, E. O., Co.
Tabernacle Pub. Co.
Howard, Joe, Music Pub.
Hudson Music Corp.
Huntzinger, R. L., Inc.

J. P. Music Co.
Jacobs, Walter, Inc.
Abt, Valentine
Bates & Bendix
Bendix, Theodore
Eby, Walter M.
Farrand, Van L.
Gay, Mace, Catalog
Jaques, Percy
Musiclovers Co.
Partee, C. L., Music Co.
Shattuck, B. E.
Virtuoso Music School
James, Music, Inc.
Jayvee Music Pub. Co.
Jefferson Music Co.
Jenkins Music Company
Jewel Music Pub. Co., Inc.
Jones, Isham, Music Corp.
Jungnickel, Ross, Inc.
Kanes Music Publishers
Keane, Michael, Inc.
Kearney Music Co.
Kelton, Inc.
Kendis Music Corporation
King, Charles E.
Kramer-Whitney, Inc.
Beaux-Arts Music, Inc.
Kuhn, Dick, Music Corp.

La Salle Music Publishers, Inc.
Gilbert, L. Wolfe, Mus. Pub. Co.
Schuster & Miller, Inc.
Lake Shore Pub. Co., Inc.
Laura Music Co.
Leeds Music Corp.
Am-Rus Music Corp.
Consolidated Mus. Pub. House
Down Home Music Co.
Kaycee Music Co., Inc.
Mayo Music Corp.
Melrose & Montgomery
Olman Mus. Corp.
Wabash Music Co.
Leslie, Edgar, Inc.
Leslie Music Corp.
Lewis Music Pub. Co., Inc.
Lincoln Music Corp.
Capano, Frank, Music Pub.
Lombardo Music, Inc.
Lorenz Publishing Co.
Tullar-Meredith Co., Inc.
Ludwig Mus. Pub. Co.
Lyric Music Publishers, Inc.
Silver, Frank, Music Pubs., Inc.
Spencer, Norman, & Son

Macap Music Publishers, Inc.
Bernard, Al., Song Publications
Manhattan Music Publishers
Manor Music Company
Marchant Music Publishers
LaBarre, Gene, Inc.
Melody Publishing Corp.
Tucker-Marchant Music Publishers
Marlo Music Corp.
Martin Music
Maurice, Peter, Music Co., Ltd., The
Maurice, Peter, Inc.
Maxwell-Wirges Publications
Mayfair Music Corp.
Davis, Joe, Inc.
Triangle Music Pub. Co., Inc.
McHugh & Adamson Music, Inc.
McKinley Publishers, Inc.
Melo-Art Music Publishers
Melomusic Publications
Melrose, Walter, Music Co.
Melrose Music Corp.
Melrose Bros. Music Co., Inc.
Mercury Music Corp.
Milene Music
Miller, Bob, Inc.
Marks, Gerald Music, Inc.
Pla-A-Song Co.
Streamline Editions
Miller Music Corp.
Miller Music, Inc.
Noble, Johnny
Sherman, Clay & Company
Mills Music, Inc.
American Composers, Inc.
Beck, Mort
Clark, Frank, Mus. Co.
Daly, Joseph, Mus. Pub. Co.
Edwards, Gus, Mus. Pub. Co.
Gordon & Rich, Inc.
Gotham Attacks Mus. Co.
Gotham Mus. Service, Inc.
Jerome, M. K.
Jerome & Schwartz Pub. Co.
Kalmar, Puck & Abrahams, Consolidated
Keit Music Corp.
Kornheiser, Phil, Inc.
Lincoln, Harry J., Music Co.
Morse, Theodore, Music Co.
Nelson, Jack, Mus. Co.
Stark & Cowan, Inc.
Stept & Powers, Inc.
Sterling Songs, Inc.
Sunlight Mus. Co., Inc.
United States Music Pub. Co.
Vandersloot Music Pub. Co.
Waterson, Berlin & Snyder Co.
Waterson, Henry, Inc.
Williams, Harry, Mus. Co.
Monaco, James V., Inc.
Monmar Music, Inc.
Mood Music Co., Inc.
Morris, Edwin H., & Co., Inc.
Mercer & Morris, Inc.
Morris, Joe, Music Co.
White-Smith Mus. Pub. Co.
Movietone Music Corp..
Musette Publishers, Inc.
Music Makers Publishing Co.
Berk, Lew, Music Co.
Music Workshop
Musical Works
Mutual Music Society, Inc.

National Music Pub. Corp.
Nazarene Publishing House
Bilhorn Bros. Mus. Co.
Lillenas Pub. Co.
New World Music Corp.
Noble Music Co., Inc.
Northern Music Corp.
Novelty Music Company

O'Flynn, Charles, Publications
O'Kay Music Company
Owens-Kemp Music Co.
Oxford Music Corp.

P.D.S. Music Publishers, Inc.
Paramount Music Corp.
Popular Melodies, Inc.
Spier & Coslow, Inc.

Paull-Pioneer Music Corp.
Rossiter, Harold, Mus. Co.
Pepper, J. W., & Son, Inc.
Photo Play Music Co., Inc.
Luz Brothers Music Pubs.
Music Buyers Corporation
Piantadosi Music Publications
Pic Music Corp.
Piedmont Mus. Co., Inc.
Pinkard Publications, Inc.
Pinkard Publications
Players Music Corp., The
Plymouth Music Co., Inc.
Browne, Ted, Music Co.
Popular Music Co.
Portilla Music Corp.
Presser, Theodore, Company
Pyramid Music Co.

R. F. D. Music Pub. Co., Inc.
Record Music Corp.
Remick Music Corp.
Remsen, Alice
Kene, Leon, Publication
Rhyme & Rhythm, Inc.
Rialto Music Pub. Corp.
Ricordi, G., & Co., Inc. (of N. Y.)
Ringle, Dave
Famous-Writers Co.
Goulden Leng Co.
Krey, Geo. M., Co.
Maytone Music Co.
Tracy, Wm., Pub. Co.
United Music Publishers
World Music Co.
York & King Pub. Co.
Ritchie Music Co., Inc.
Ritter, Tex, Music Publications
Robbins, J. J., & Sons, Inc.
Algonquin Pub. Co.
Gordon, Hamilton S., Estate of
Gordon, Hamilton S., Inc.
Gordon, Hamilton S., Music Pub.
Gordon, S. T., Music Pub.
Gordon, S. T., & Sons
Himan, Alberto, Music Pub.
Wise, Jessie Moore
Wise, Wm. H., & Co.
Robbins Music Corporation
Abrahams, Maurice, Inc.
Metro-Goldwyn-Mayer Corp.
Out of the World Pub. Corp.
Sonnemann Mus. Co., Inc.
Twentieth Century Music Corp.
Universal Music Corp.
Whiteman, Paul, Publications
Wiedoeft, Rudy, Mus. Pub. Co.
Robert Music Corp.
Rodeheaver Co., The
Rossiter, Will
Row, R. D., Music Co.
Riker, Brown & Wellington, Inc.
Row, R. D., Inc.
Roy Music Co., Inc.

Royal Music Publisher
Rubank, Inc.
Carlson, M. L.
Finder & Urbanek
Victor Music Co.
Ruval Music Co.
Rytvoc, Inc.
Burke Doyle Music Co.
Major Music, Inc.
Tesio, P., & Sons
Tesio-Major

Santly-Joy, Inc.
Santly Bros., Inc.
Santly Bros.-Joy, Inc.
Santly-Joy-Select, Inc.
Select Music Publications, Inc.
Schirmer, G., Inc.
Heffelfinger, R. W.
Sanders-Weiss, Inc.
Schroeder, D. L.
Schroeder & Gunther, Inc.
Schwarz, Merrell, Music Co., The
Shapiro, Bernstein & Co., Inc.
Shattinger, Inc.
Shattinger Piano & Music Co.
Shiikret, Nathaniel, Music Co.
Quincke, W. A., & Co.
Shubert Music Pub. Corp.
Simon, George, Inc.
Sinatra Songs, Inc.
Skidmore Music Co., Inc.
Skokie Music Co.
Mike-Tunes
Skylark Songs Music Publisher
Smith-Foley Music Publications
Society for the Publication Of American Music, Inc.
Southern Music Company
Southern Music Pub. Co., Inc.
Spier, Larry, Inc.
Helf & Hager Co.
McKinley Music Co.
Root, Frank K., & Co.
Spitzer, Henry, Mus. Pub. Co.
Sprague-Coleman, Inc.
Sprague-Coleman
Standard Music Publishers, Ltd.
Stanley Music, Inc.
ARA, Inc.
Morris, Boris, Music Co.
Stanwood Music Corp.
Starlight Music
Stasny Music Corp.
State Music Pub. Co., Inc.
Stephens, Bob, Inc.
Stept, Inc.
Stone Music Corp.
Summy, Clayton F., Co.
Sun Music Co., Inc.
Weil, Milton, Music Co., Inc.
Sunset Music Publishers
Superior Music, Inc.
Supreme Music Corp.

Tempo Music, Inc.

Tempo Pub. Co., The
Thomas, John, Music Corp.
Tin Pan Alley
Tobias & Lewis, Music Pubs.
Tone Music Co.
Towne Music Corp.
Charles Music Corp.
Transcontinental Music Corp.
Triangle Music Corp.
Tropical Music Publishers

United Music Corp.
University Music Corp.
Brown & Henderson, Inc.
Urban Music Publications

Variety Music
Victor Publishing Co.
Victoria Publishing Co.
Viking Music Corp.
Villa-Lobos Music Corp.
Vogel, Jerry, Music Co., Inc.
Crumit, Frank, Songs Co.
Haviland, F. B., Pub. Co.
Worth, Geo. T., & Co.
Volkwein Bros., Inc.
Agnew, J. E., Publications (Band & Orchestra Catalog Only)
Bellefield Pub. Co.
Caton Pub. Co.
Dalbey, W. R., Music Co.
Groene Music Pub. Co.
Hall, Ellis B.
Heltman, Fred
Nirella, Danny
Southwell, Geo., Pub. Co.
White House Publications, The
Von Tilzer, Harry, Music Pub. Co.

Warnow, Mark, Music
Warock Music, Inc.
Warock Music Co.
Warren, Harry, Music, Inc.
Waverly, Jack
West'rn Music Pub. Co.
Whale Music Corp.
Williams, Clarence, Music Pub. Co., Inc.
Ahleim, Walter C., Music Co.
Clifford, Frances, Music Co.
Maison-Blanche Music Co.
Piron, A. J., & Co.
Thomas, George W., Music Co.
Williamson Music, Inc.
Willis Music Co.
Windsor Music Corp.
Witmark, M., & Sons
Wood, B. F., Music Co.
Woodward Music, Inc.
Words & Music, Inc.
World Music, Inc.
Worth, Bobby, Music Publishers, Inc.
Yankee Music Pub. Corp.
Italian Book Co.
Yellen and Fain

# BROADCAST MUSIC, INC.

***By CARL HAVERLIN***

*President*

IT HAS been aptly stated in the trade press that 1948 saw BMI attain a "milestone," one that is probably more significant than any other such achievement in its eight productive years of life. To fully understand this signfiicance, it should be pointed out that as of January 15, 1949, BMI licenses 2,510 stations and networks. Broken down it reads: 24 national and regional networks in the U. S., 1,896 AM outlets; 394 FM stations; 40 TV and five Short-Wave facilities. In Canada, one natoinal network and 150 stations. The "milestone" refers to the fact that over 2100 stations and all networks, have voluntarily renewed their BMI license contracts for a nine-year period from 1950 to 1959. Additional renewals arrive daily.

Thus the broadcasters of the nation have made it mandatory that BMI continue to provide the competition needed to maintain a healthy atmosphere in the realm of writing and publishing music and the licensing of such works for public performance.

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Added to the progress of BMI during the year are the important contractual renewals between the organization and the old establishd publishing house of E. B. Marks Music Corp., renewed by BMI to a long term contract, and M. M. Cole Publishing Company of Chicago. Still another highlight is the affiliation with BMI of seven leading Italian music publishing firms.

In the land of our northern neighbors, BMI Canada, Ltd., has vastly expanded its scope during the year, becoming active in all its branches. Most of the leading composers of the Dominion are part of BMI Canada and virtually all Canadian stations consistently play BMI tunes.

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Since its organization in 1940, BMI's catalog has been made available to television without restriction. Also since 1940 BMI has licensed music for motion pictures at the source only. The wisdom of this policy is reflected now more than ever in the increased use of BMI music in film production.

Non-radio licensing activity by BMI finds some 2,600 licenses issued to hotels, night clubs, dance halls, skating rinks and other places where music is used publicly for profit.

The cause of music generally was advanced on various fronts through BMI efforts, among them being active participation in the campaign of the American Music Conference.

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OFFICERS OF BMI are: Carl Haverlin, president; Sydney M. Kaye, vice-president and general counsel; Robert J. Burton, vice-president in charge of publisher relations; Charles A. Wall, vice-president in charge of finance; Claude C. Boydston, controller, and Charles E. Lawrence, assistant treasurer.

DIRECTORS (elected annually): Justin Miller, chairman; Sydney M. Kaye, vice-chairman; Herbert V. Akerberg, CBS; John Elmer, WCBM; Walter Evans, Westinghouse Radio Stations, Inc.; Carl Haverlin, BMI; William S. Hedges, NBC; Herbert Hollister, KBOL; Leonard Kapner, WCAE; Joseph A. McDonald, ABC; Paul W. Morency, WTIC; J. Leonard Reinsch, WSB; J. Harold Ryan, Fort Industry, Inc. and James E. Wallen, MBS.

ABC Record Company
A-1 Music Publishers of Amer.
Aaron Music Company
Acme Music Corporation.
Acuff-Rose Publications
Adams-Vee & Abbott, Inc.
Adanac Music Company
Airlane Music, Inc.
Aladdin Music Publications
Alexa Music Company
Alexander, Perry
Algonquin Music, Inc.
Allen, Rick Publications
Allied Music, Inc.
Alvin Music Corporation
American Music, Inc.
American Performing Rights Society, Inc.
Amigo Music Publishing Co.
Anson Music Publishing Co.
Appleton-Century, D. Co., Inc. (B.M.I.)
Aragon Music Company
Arberne Music Co.
Ardsley Music Company
Arena Stars Incorporated
Arman, Jos. F., and Associates
Associated Composers, Inc.
Associated Music Publishers, Inc.
Aurora Music Publishers
Autry, Gene Music Publishing, Inc.
Avery Music Company
Avon Music, Inc.

B. M. S. Music Company
B. W. House
Ball Music Publishing Company
Banbury Music, Inc.
Bandbox Music Incorporated
Bar Music Publishing Company, Ltd., The
Barclay Music Company
Barron Music Company
Bartlett & Hartman Music Publishers, Inc.
Baton Music Publishers
Beacon Music Company
Becker-Williams Publications
Bell Music Co.
Bellmore Music Pub. Co.
Bell-Tone Music Publishing Co.
Berger Publishing Company
Beverly Music Company
Biehl, Rose
Biltmore Music, Inc.
Blane Music Company
Blazon Music Company
Block, Martin Music Inc.
Bluebird Music Company
Blue Note Records
Blue Ridge Publishing Corp.
Bluestone-Bernard Music Pub.
BMI Canada Ltd.
Bomart Music Corp.
Brightlights Music Publishing
Brill, D. Dudley
Broadcast Music, Inc.
Bucher, Roland C.
Byron Music Co.

California Music Publishers
Cameron Music Co.
Camille's Music Company, Ltd.
Campbell Music, Inc.
Canfield, Cogswell
Cardinal Music Publications
Carnival Music Company, Inc.
Carol Music Company
Carol Music, Inc.
Carson-Carrier Publications
Casa Musicale Sonzogno
Cascales, Joe, Music Publisher
Cavalier Music Pub. Co.
Century Songs, Inc.
Cerabino, Joseph
Chase Music Co.
Checker Music Publishing Company
Chelsea Music Corporation
Cherio Music Publishers, Inc.
Chords Music Publishers
Christian Music Publishing Co.
Cille and Dail Publications
Cinephonic Music, Inc.
Citro, Lou, Publications
Claremont Music Company
Click Music Publishing Company
Close Harmony Publications
Clow, O. B. (Estate of)
Coast to Coast Music Corp.
Cole Corporation, M. M.
Collwill Corporation
Colonial Music Publishing Co., Inc.
Columbia Music Publishing Company
Combs & Mack
Commercial Music, Inc.
Commodore Music Corporation
Continental Music Publications Co.
Continental Record Co.
Copyright Music
Cornell Music Company
Cosmopolitan Music Publ., Inc. (Colonial Music Pub. Co.)
Country Music
Crestwood Publications
Crocker, Al
Cross Music Company
Cross, Samuel Avery
Crossroads Music Co.
Crowe, Edward
Crowe, Edward and Pyle, Pete
Crowell, Beulah

Dance Music Corp.
Daniels Music Publishing Company
Darrell, Jack, Music Publisher
Davis & Ostergard
Davis, Jimmie, Music Corp. (A.P.R.S.)
Davis Music Company
Dawn Music Co.
Dayton Smith Publications
De Cimber Music Publishers
Dellon, Harold, Music Co.
Dennis Music Co.
Desert Music Publishers
Dexter, Al and Paris, James
Dexter, Al, Music Publishing
Dinehart Music Company, The
Dix-e-ana Music Publishers
Dixie Music Publishing Co.
Dolan, Ann
Domino Music Corporation
Doraine Music Publishing Co.
Doraine, Peter, Inc.
Doray, T., Music Publishing Co.
Dorset Publications
Douglas Publishing Company
Duchess Music Corporation
Dumac Music Corporation
Dunray Music Company
Duo Music Publishing Corp.

Eagle Music Publishing Corporation
East Coast Music Publications

Eberle-Maxted Music Co.
Eccma Music Company
Echoes of Victory Music Pub. Company
Editions Musicales Victoria Musical Editions
Editora Dominicana De Musica, C. Por A.
Edizioni Kramer (Milano)
Edizioni Mascheroni (Milano)
Edizioni Musicali Di Lazzaro
Edizioni Musicali Italiane
Edizioni Suvini Zerboni
Edlee Music Corp.
Edward Music Service
Edwards, Norman, Music Pub.
Elkane Music Company
Elliott, Lewis
Elmore, C. M. Publisher
Elsmo Bros. Publishers
Elwood Publishing Co.
Embassy Music Corp.
Emcee Publishing Company
Emco Music Company
Emerald Music Company
Emerson Music Publications, Inc.
Encore Music Publications, Inc.
Enos, Clyde
Esquire Music Co.
Essay Music Company
Essgee Music Publishing Corp.
Excelsior Music Publishing Co.
Executive Music Corporation

Fairfax Music Company
Fairway Music Company
Fame Music Company
Fi-Del Music Publishing Co.
Fifer, C. Arthur
Fine Songs
Fletcher Publishing Company
Florida Music Company
Flye-Bye-Knight Pub. Co.
Folk Songs
Ford Music, Inc.
Foremost Melodies Inc.
Forest Glen Music Publishers
Four-Star Music Company
Fowler, Wallace Publications
Fox Music Company
France Music Company
Francis & Wilmore Music Pub.
Franco-American Publications
Freed & Hall Music Publishers
Freeman, Albert Edward
Freeman Music Co.
Fremart Music Company
Frey, Fran and Company
Friedly, Lowell G. & Company
Friedman, Arthur
Friedman, Isidor G.

G & W Music Publications, The
G. M. S. Music Publishing Co.
G. V. C. Music Publishing Co.
Gala Music Publishing Corp.
Galmor Music Co.
General Music Publications
Gilbert Music Publishers
Globe Publications
Golden Melody Music Company
Golden Tune Publishers
Golden West Melodies, Inc.
Golden West Music Publications
Gollatz Music Publisher
Goode Music, Inc.
Gordon Music Company
Gordon Music Publisher
Green Music Publications
Grimes Music Publishers
Guinand, Clinton
Guy Publishing Company, The

H. M. Banner Publications
Habestro, Albert W.
Haims, P. L.
Halama, Frank J., Publications
Hall, William
Halmac Company
Hamilmeyer Music Publishing Company
Hampton Publications, Inc. (E. B. Marks)
Hanna & Co. Music Compositions
Happy Songs, Inc.
Harding, Frank, Music House (E. B. Marks)
Hardtner, Alice D.
Hargrow, Paul S.
Harmony House
Harmony Music Publishers
Hartmann, Edward & Lynette
Hartmann & Van Horn
Harwall Music Publishers
Haun, Dal E., Company
Hauser, Ethel
Hawaii Conservatory Pub. Co.
Hawkins, R. Leland
Hay, Bob
Haynes Music Publishing Co.
Heart of America Music Publications
Hemispheric Publications
Hendrix Music Publications
Herrold, Lloyd
Hicks, Alberta K.
Hill and Range Songs, Inc.
Hill, Christine
Hill Music Publishing Company
Hillbilly Music Publishing Co.
Hilliard-Currie Music Publishers
Hills, Johnny
Hillside Music Publishers
Hinds, Hayden & Eldredge, Inc. (B.M.I.)
Hines, John
Hit Parade Publications
Hockenhull's Music Publications
Hoffman, Carrie
Holden, Alfred H.
Holdsworth, Elmer
Hollywood House Music Publishing Co.
Hollywood Melody Publishing Co.
Hollywood Music Sales
Hollywood-Western Music Co., Inc.
Holmes Publications
Hoosier Music Publications
Hopkins, Earle C.
Horoscopes in Song
Horvath, Joseph
Hoshor, John
House of Carleon
House of Carols
House of Irish Songs
House of Melody
Howard, Jack, Publications, Inc.
Hub Publishing Company
Hughes, Harold F.
Humphries, Bruce, Inc.
Hunter's Music House
Huttig, Charles M.
Hynnes Music Company

Imco Music Publishing Co.
Immortal Music Publishing Co.
Imperial Music Publishing Co.

Inco Music Company
Independent Music Publishers
Indigo Music, Inc.
Ineman, James
Inspired Music Company
Inter-American Music Pub. Co.
Intermountain Specialty Sales Company
International Dance Studio
International Popular Music Co.
Irma Music Company
Isenberg, Emil F., Music Publishing Co.

J.A.Y. Music Company
Jackson Music Corporation
Jahnke Publishing Company
James, Floyd Duke
Janis, Stephen
Jardy Music
Jay-Dee Music Corporation
Jay Method, Publisher
Jean Music Company
Jill Music Co.
Jo-Ann Music Company
John Mason's Pub. Co.
Johnson, Claude
Johnson, Elizabeth
Johnson, Harry H.
Johnstone-Montei, Inc.
Johnstone Music, Inc.
Jones, J. Grayson, Music Company
Joseph Music
Joyce, Jack
Jupiter Publishing Company

Kaiser Music Co.
Kammen, J. & J., Music Co.
Kampas, William T.
Kaolene Corp.
Kaplan, Jack
Karch, Hank
Karen Publications
Karr, Jerome J.
Kaymusic Publishers
Kayro Music Publishing Co.
Keenote Music
Keller, Don
Keller, Leo D.
Kelly Music Publications
Kelly, William A.
Kelton-Romm Music Company
Kennedy Music Company
Kenneth Publishing Company
Kerr, Edward
Key City Music Publishing Company
Key Music Company
Keyser Music Publisher
Keystone Music Co.
King-Del Music Publishers
Kinkade's Songs
Kit Music Company
Knight Publishing Co.
Knobloch, M. H.
Knudsen Publications
Knutson & Kilbourne Song Publishers
Kolbert, Marguerite (Productions)
Kord Music Company
Krasno & Steele Co.
Krygier, Joseph
Kukula, Frank

L & B Publications
La Chapelle Music Publications
La Rue Publishing Company
Lake Music Pub. Co.
Lance Music Co., Inc.
Lang-Worth Publications, Inc.
Lanier Music Company
Latin American Publishing Corp.
Laura-Lea Music
Laurel Music Publishers, Inc.
Lawndale Music Publishers
Leal, Felipe Valdes
Lee, Robert, Music Publishers, Inc.
Lee, Rosemary
Lee Music
Lencer Music Company
Lennerts Music Publications
Leora Music
Lester, Betty
Lester, J. L., Music Company
Lewcon Music Company
Liberty Music Publishers
Life Music
Life Records, Inc.
Lincoln, F. S.
Lind Music Company
Linden Music Publishers
Little Jazz Music Pub., Inc.
Livingston & Evans Music Company
Lois Music Publishing Co.
Lomax, Carl, Music Publishing Company
London Music Corp.
Lone Star Music Co.
Long, J. Baxter
Long, Joey Music Publishing
Lowden, C. Harold
Loy, Valeska
Lubin, Jimmy, Music Publishers
Lucky Music Publishers
Lutz Brothers Music Co., Inc.
Lydian Music Publishers
Lynch, Edward J.
Lynn, E. A., Publishing Company
Lynne Music Company
Lyric Music Co.

M. and F. Music Publisher, The
M-E Melodies
M. R. E. Music Co.
Mac Angelo
MacFarlane, Thomas M.
Mac Gregor, Grant
Mack Music Company
Mack-Nell Publications
Mackley Music Publishing Co.
Maestro Music Company
Magnet Music, Inc.
Magnolia Music Corp.
Main Music Publishing Company, The
Main Street Songs, Inc.
Majestic Music Company
Major Melodies
Major Minor Music
Mallory Music Publications
Mandeville, Loretta
Manhattan Melodies Music Pub.
Mank's, Chaw, Blue Ribbon Music Co.
Mann Music Co.
Manning Music Company
Mansfield, Frank, Music Pub. Co.
Marchant, J. C., Publications
Marcy, Victor
Mardi Gras Music Company
Maresh Music Co.
Margo Music Co.
Marino Music Company
Marion and Son Publishing Co.
Mark-Lee Music Company
Mar-Lane Music Publishers
Marks, E. B. Music Corp.
Mars Music Publications
Marsales, Frank
Marston Music
Martens, W. F., Music Co.
Martin, Jack "Tex"
Martin, Otto J.
Marvel Music Pub. Co.
Master Melodies Music Pub.
Master Music Press, Inc.
Master Music Publishers
Masters Music
Material Songs Publishing Company
Mathews, James
Mathieson, Hugh
Mayhams Music Company
McCall and Malin Publishing Company
McClaran, Olive Hanson
McClaren, Everett F.
McClellan Music Company
McClure Music Company
McClure, Ruth D.
McCune Music Company
McDonald, J. K.
McDonald Music Company, The
McDowell, Frances Grider
McGhee, Berry M.
McGinty Music Publishing Company
McClean, Gene, Music Co.
McMahon, Frank

Meadowbrook Music Publishing Co.
Med-Rik Music Publishing Company
Medallion Music Corp.
Mekeel, Charles A.
Melben Music
Mellin Music, Inc.
Mellow Music Publishing Co.
Melo Music Co.
Melo-Song Publishers
Melodies of the Americas, Inc.
Melody Hall Music Publishers
Melody Lane, Inc. (Peer)
Melody Moderne Incorporated
Melody Music Company
Melody Music Publications
Melody Song Bureau
Melotone Music Publishers
Memphis Music Publishers, The
Mercury Music
Merico Music Company
Merit Music, Inc.
Merit Music Publishing Co.
Meritt Publications
Merrymount Music Press
Merrywood Publishers
Metro-Marr Publishers
Metropolitan Music Company
Metropolitan Music Publishers
Micor Publishing Company
Midget Music, Inc.
Midland Music Company
Midwestern Publishers
Millbrook Music
Millburn Music Publishers, Inc.
Miller, Charles
Miller-Grau
Milliegene Music Publishing Company
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# ASSOCIATED MUSIC PUBLISHERS, INC.

***By M. E. TOMPKINS***

*President and Secretary*

ASSOCIATED Music Publishers, Inc., 25 West 45th Street, New York 19, New York, a wholly owned subsidiary of Broadcast Music, Inc. is in its second fiscal year under new management.

In addition to its own extensive catalogue of orchestra, chamber music and chorus music, it continues to represent exclusively in the United States such fine foreign catalogues as Breitkopf and Hartel—Leipzig; Universal Edition—Vienna; N. Simrock; B. Schott's Soehne—Mainz; Schott & Co., Ltd.—London and Edition Max Eschig—Paris. It has acquired within the last year exclusive selling rights in the fine Italian catalogue of Casa Musicale Sonzogno of Milano, and within the last month has taken over exclusive copyrighted properties of Russian-American Music Publishers, Inc., formerly of 19 West 44th Street, New York City. Associated continues to represent exclusively as selling agent the fine standard and serious music catalogues which were developed by BMI throughout its publishing life; the popular category of music, however, will continue to be handled by Broadcast Music, Inc., 580 Fifth Avenue, New York, New York. Performance rights continue to be administered by BMI.

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# SESAC, Inc.

***By PAUL HEINECKE***
*President*

IT is always a privilege, one that I deeply appreciate, to address the entire field of broadcasting with this yearly message. SESAC, for the year ahead, has many additional values to share with you by way of service.

Here we are entering our 19th year of work and cooperation with AM stations and FM outlets . . . and more recently television operations. I cannot help but be impressed by your remarkable expansion which parallels SESAC's growth. Our efforts will continue to provide with even greater scope, a far more comprehensive and varied repertory in music, sterling in quality and lasting in value.

As one of the oldest and largest music licensing organizations, we have constantly sought to make available to you, that music which appeals to every type of listener. SESAC's affiliated publishers' catalogs, totalling more than 150,000 copyrighted selections, includes compositions from the fields of opera, operetta, musical comedy, symphony, hymns and gospel songs, orchestral numbers, standard and novelty songs, Hillbilly, Western and Folk songs as well as dramatic sketches. In fact, SESAC SERVICE is known among broadcasters throughout the land as a source of supply for every program need.

In addition to this expanded service, we are keenly conscious of the now, more than ever, important requirements of TV and FM as they continue to grow. Excellent program material for use, such as operettas, dramatic and comedy sketches and college plays, will be found in the catalogs of several of our SESAC affiliates. Among them are Northwestern Press, the Denison Company and the Raymond A. Hoffman Company of Chicago and the Edward Schuberth and Co., Inc. of New York. All of them publish material of importance to telecasting or FM.

It is also gratifying to tell you that the SESAC Transcribed Library has likewise kept pace with your own advancement and we are mighty proud indeed to point out our hundreds of subscribers. Here again, from the very start, our sole purpose was to serve you with the very finest quality transcriptions, featuring outstanding artists, at a very modest cost to you. Broadcasters have been quick to acknowledge that and to emphasize its facile adaptability for smart program planning of distinctive musical productions for both commercial and sustaining presentations.

But this Library was not patterned for AM alone; FM stations are using it consistently day after day and television producers are increasingly aware of its many unique features as their scripts and cue sheets call for SESAC transcribed melodies.

1949 should be a year of great accomplishment and we at SESAC certainly mean to do our part in furthering the progress of broadcasters, whether it be the AM outlet, the FM industry or the latest offspring, Television.

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*Beazley, Samuel W., & Son* (*Publications copyrighted in* 1925 *and thereafter.*)
*Stamps, V. O., Music Company*

Stamps Quartet Music Co., Inc., Dallas, Tex.
including:
*Parris, O. A.*

Standard Music Company (See National Music Company, Inc.)

Standard Songs (See National Music Company, Inc.)

Stirling Music Publishing Co., New York
including:
*Avalon Music Publishing Co.*

Teddlie, Tillit S., Greenville, Texas

Tennessee Music and Printing Co., Cleveland, Tenn.
including:
*Beazley, Samuel W., & Son* (*Publications copyrighted up to and including* 1924 *only.*)
*Denson Trio Music Co.*
*Denson-Parris Music Co.*
*Hall Music Co., The* (*Publications as per list issued.*)
*Perry, F. Clark, Co.*
*Sebren, George W., Music Co.*
*Showalter, A. J., Co., The*

Top Music Publishers, Inc., New York
including:
*Kanner Music Publishing Co.*
*Network Music Publishers*

Tovey, Herbert G. (See Sacred Music Foundation, The)

Treasure Chest Publications, Inc., N. Y.

Vaughan, James D., Lawrenceburg, Tenn.

Vitak-Elsnic Co., Chicago
including:
*Georgi and Vitak Music Co.*

Walls, W. M. (See Revival Music Co.)

Warde, Harry (See Chart Music Publishing House, Inc.)

Warner, F. Eugene (See Chart Music Publishing House, Inc.)

Warszawskie Towarzystwo Muzycne (Warsaw Music Society); Warsaw, Poland

Weaner, Maxwell (See Weaner-Levant Publications)

Weaner-Levant Publications, New York
including:
*Weaner, Maxwell*

Western Accordion Music Company (See Chart Music Publishing House, Inc.)

Wheelwright, Lorin F. (See Pioneer Music Press)

Whitney Blake Music Publishers, N. Y.

Wiehler, Z. (See "P.W.P.")

Windsor Music Company (See National Music Company)

Winsett, R. E., Dayton, Tenn.

"Zaiks" Zwiazku Autorow, Kompozytorow I Wydawcow; Warsaw, Poland (Authors, Composers and Publishers Association of Poland) (See "P.W.P.")

Zak, Czeslaw (See "P.W.P.")

Zalewski, B. J., Chicago
including:
*Moniuszko Publishing Co.*
*Polonia Publishing Co.*
*Rozan Publishing Co.*

Zaremba. Alojzy (See "P.W.P.")

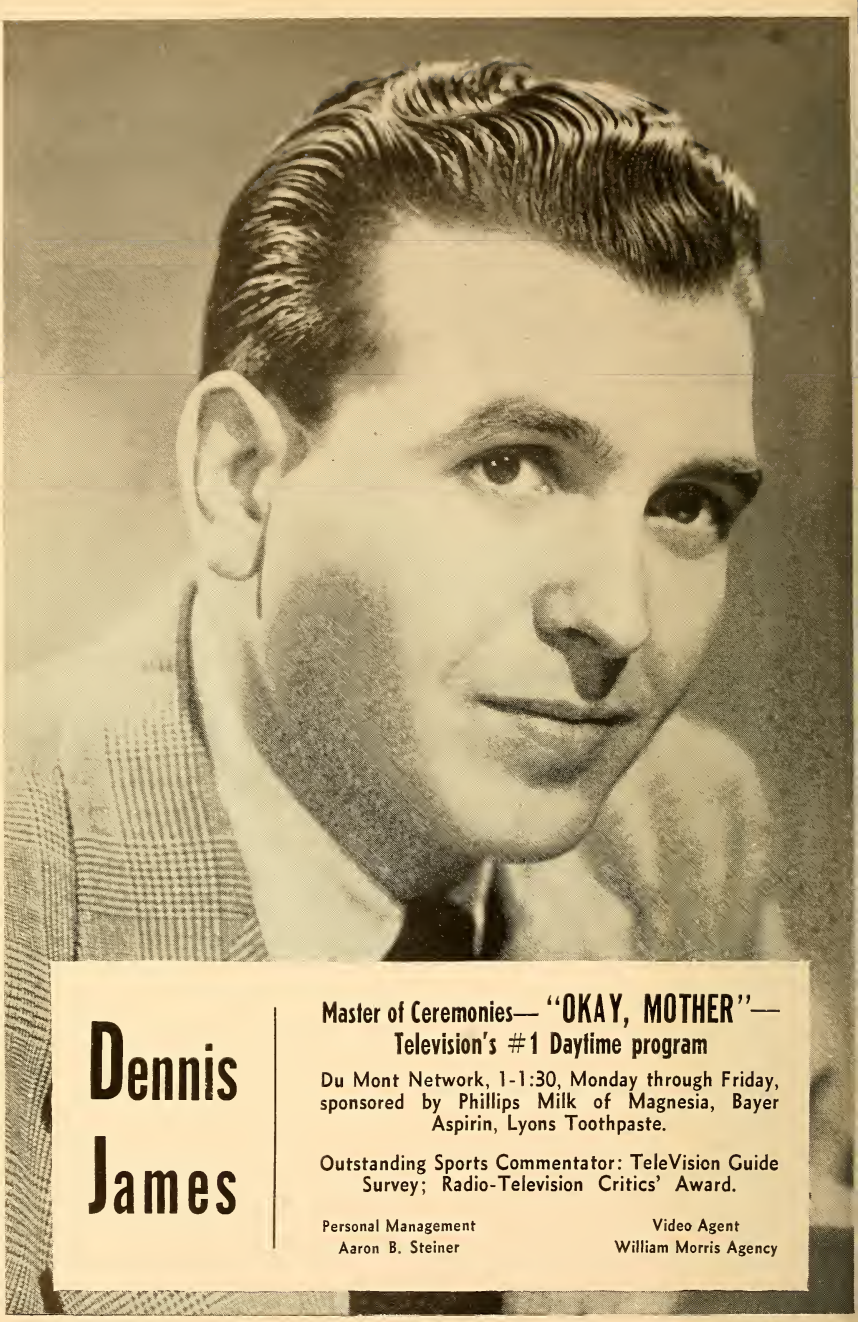
NOTE: Due to limitation of space, the above listing does not represent a complete roster of SESAC Publishers. For complete listing, contact SESAC, 475 Fifth Ave., New York 17, N. Y.

# SONG HITS OF 1948

**(January 1, 1948 to January 1, 1949)**

*The 35 song hits with the largest radio audiences are listed below in order of the total ACI points received in the ACI surveys during the year. (Songs in Stage or Film Productions are indicated. Songs currently active are marked with an asterisk. Songs whose activity began in the fall of 1947 are noted by the date—1947).*

| *SONG TITLE AND PUBLISHER* | *TOTAL ACI POINTS* | *NUMBER OF WEEKS IN ACI SURVEY* |
|---|---|---|
| Now Is The Hour (Leeds) | 28,711 | 31 |
| But Beautiful (Burke & VanHeusen) | 23,472 | 23 |
| A Tree In The Meadow (Shapiro-Bernstein) | 22,543 | 31 |
| *Buttons and Bows (Famous) | 20,368 | 14 |
| It's Magic (Witmark) | 20,230 | 34 |
| I'm Looking Over a Four Leaf Clover (Remick) | 20,158 | 24 |
| Haunted Heart (Williamson) | 18,736 | 27 |
| Manana (Barbour-Lee) | 16,491 | 18 |
| Beg Your Pardon (Robbins) | 16,070 | 20 |
| *You Call Everybody Darling (Mayfair) | 15,682 | 23 |
| Ballerina (1947) (Jefferson) | 15,096 | 15 |
| *On a Slow Boat to China (Melrose) | 14,793 | 15 |
| You Were Meant for Me (Miller) | 14,362 | 26 |
| Golden Earrings (1947) (Paramount) | 14,326 | 15 |
| Love Somebody (Kramer-Whitney) | 14,084 | 24 |
| *Maybe You'll Be There (Triangle) | 14,059 | 24 |
| *You Were Only Fooling (Shapiro-Bernstein) | 13,886 | 19 |
| Baby Face (Remick) | 13,826 | 21 |
| Serenade of the Bells (1947) (Melrose) | 13,579 | 17 |
| *Hair of Gold, Eyes of Blue (Robert) | 13,491 | 21 |
| Nature Boy (Burke & VanHeusen) | 13,463 | 14 |
| Dickey-Bird Song (Robbins) | 13,267 | 21 |
| Best Things in Life Are Free (1947) (Crawford) | 13,016 | 24 |
| *Cuanto Le Gusta (Southern) | 12,829 | 21 |
| Tell Me a Story (Laurel) | 12,473 | 26 |
| I'll Dance at Your Wedding (1947) (George Simon) | 12,219 | 12 |
| What'll I Do (1947) (Berlin) | 12,217 | 20 |
| *Ev'ry Day I Love You (Harms) | 12,193 | 23 |
| *My Darling, My Darling (E. H. Morris) | 12,105 | 12 |
| Laroo, Laroo, Lilli Bolero (Shapiro-Bernstein) | 12,046 | 16 |
| You Can't Be True Dear (Biltmore) | 11,482 | 22 |
| Little White Lies (Bregman-Vocco-Conn) | 11,476 | 24 |
| Toolie Oolie Doolie (C. K. Harris) | 11,433 | 19 |
| Sabre Dance (Leeds) | 11,365 | 20 |
| I May Be Wrong (1947) (Advanced) | 11,298 | 26 |



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Video Agent
William Morris Agency

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## RADIO—TELEVISION

*Artists*

*Vocalists*

*Sports Commentators*

*News Commentators*

*Women Commentators*

*Disc Jockeys*

*Orchestra Leaders*

*Musical Conductors*

*Organists*

*Writers*

*Announcers*

*Directors-Producers*

*Home Economics Directors*

*Managers and Agents*

For . . . 1948

# RADIO-TV ARTISTS
## —their work during 1948

### —A—

**ABBOTT, BUD**
Abbot and Costello Show, Abbott and Costello Kid Show
ABC

**ACE, GOODMAN**
Mr. Ace and Jane (CBS).

**ACE, JANE**
Mr. Ace and Jane (CBS).

**ADAMS, MASON**
Pepper Young's Family
NBC

**ALEXANDER, A. L.**
Mediation Board
MBS

**ALEXANDER, JOAN**
Rosemary, Perry Mason
CBS
This Is Nora Drake
NBC

**ALLEN, CHARME**
David Harum
CBS

**ALLEN, FRED**
(Sullivan, John Florence); Comedian; b. Cambridge, Mass., May 31, 1894; Fred Allen Show (CBS).

**ALLEN, GRACIE**
(Burns, Mrs. George); Comedienne; b. San Francisco, Calif.; Secretarial Schools in N. Y.; Maxwell House Coffee Time (NBC).

**ALLEN, STEVE**
Steve Allen Show, Party Line, Breaking All Records
CBS

**ALLENBY, PEGGY**
Ma Perkins
NBC

**ALLISON, FRAN**
Breakfast Club
ABC

**ALLMAN, ELVIA**
NBC

**AMECHE, DON**
Your Lucky Strike
CBS

**AMECHE, JIM**
Personal Autograph
ABC

**AMSTERDAM, MOREY**
CBS, CBS-TV

**ANSON, BILL**
KFWB

**ARNOLD, EDDIE**
MBS
The Eddie Arnold Show

**ARNOLD, EDITH**
Crime Doctor
CBS

**ARNOLD, EDWARD**
Mr. President
ABC

**ARQUETTE, CLIFF**
Dick Haymes Show
CBS

**ASCOT, RITA**
Ma Perkins
NBC

**AUTRY, GENE**
CBS

BETTY GARDE

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a new addition,

TELEVISION

to her long association with

Stage, Screen and

Radio

## —B—

**BACKUS, JIM**
"Bob Burns Show," "Alan Young Show"
NBC

**BAILEY, JACK**
MBS
Queen For A Day

**BAKER, PHIL**
Everybody Wins
CBS

**BANKS, JOAN**
My Friend Irma
CBS

**BARCLEY, LOUISE**
Right To Happiness
NBC

**BARRY, JACK**
Juvenile Jury, Life Begins At Eighty
MBS

**BARTLETT, TOMMY**
Welcome Travelers, Tommy Bartlett Show
ABC

**BAUER, CHARITA**
Rose of My Dreams
CBS

**BAYAN, ADRIENNE**
True Detective Mysteries
MBS

**BEASLEY, IRENE**
Grand Slam, CBS

**BECK, JACKSON**
Superman, Philip Morris
NBC, CBS, MBS

**BECKER, SANDY**
Young Dr. Malone
CBS

**BEEMER, BRACE**
Lone Ranger
ABC

**BEGLEY, ED**
NBC

**BEHRENS, FRANK**
Lorenzo Jones
NBC

**BELASCO, LEON**
Man Called X
CBS

**BELL, RALPH**
Superstition
ABC
Right To Happiness
NBC

**BELLAMY, RALPH**
Theater U. S. A.
ABC

**BENADARET, BEA**
Adventures of Ozzie & Harriett, Jack Benny Show, CBS; Day In the Life of Dennis Day, Maxwell House Coffee Time, NBC

**BENDER, DAWN**
One Man's Family
NBC

**BENDIX, WILLIAM**
Life Of Riley
NBC

**BENNY, JACK**
(Kubelsky, Benjamin); Radio Comedian; b. Chicago, Ill., Feb. 14, 1898; Jack Benny Show (CBS).

**BENSON, RED**
(Norman Benson) Entertainer, MC; b. Columbus, O., Feb. 21, 1917; ed. Ohio State U.; Red Benson's Movie Matinee, Take a Number, (WOR-Mutual).

**BERG, GERTRUDE**
CBS-TV

**BERGEN, EDGAR**
(Bergen Edgar John); Radio Artist, Comedian, Ventriloquist; b. Chicago, Ill., Feb. 16, 1903; ed. Northwestern U. B.A., hon. MA; Coca Cola Show (CBS).

**BERLE, MILTON**
(Berlinger, Milton) Comedian; b. July 12, 1908, NYC; Milton Berle Show (ABC); Texaco Star Theatre (NBC-TV).

**BERNARD, PHILIP**
CBS, NBC

**BERNARD, TOMMY**
CBS

**BERNER, SARA**
Sealtest Village Store, Eddie Cantor Show, NBC; Arthur's Place, Jack Benny Show, CBS

**BERWICK, VIOLA**
Meet The Meeks
NBC

**BERWIN, BERNICE**
One Man's Family
NBC

**BICKART, SANFORD H.**
CBS, NBC

**BILLSBURY, RYE**
First Nighter
CBS

Ed and Pegeen Fitzgerald

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AND
# JERRY MAHONEY

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BOOKINGS
WILLIAM MORRIS
AGENCY

ARTHUR

GODFREY

**BIVANS, JACK**
Meet The Meeks
NBC

**BLAIRE, HENRY**
Adventures of Ozzie and Harriet
CBS

**BLANC, MEL**
Radio Artist, Animated Cartoon Voice Artist, Recording Artist; b. San Francisco, Calif., May 30, 1908; Judy Canova, Jack Benny.

**BOLES, ATHENA LORDE**
Actress; b. New York, N. Y.; ed. Columbia U.; Barney Blake Tele. program; Swift Tele. Prog.; Quiet Please; David Harum.

**BOLES, BARBARA**
Rainbow House, Small Fry
DuMont

**BOVERO, PHIL**
Relaxing Time, Saturday Session
ABC

**BOWLES, JAMES C.**
Actor, Writer; b. Lubbock, Tex. Feb. 28, 1914; ed. UCLA, Los Angeles City College; Fred Allen Program, The Big Story (NBC); Writer, Actor on Historical Plays for DuMont; Theatre: The Victors.

**BRADLEY, CURLEY**
Tom Mix
MBS

**BRADY, BEN**
Comedy Writer's Show
ABC

**BRICE, FANNY**
Baby Snooks
CBS

**BRIGGS, DON**
The Sheriff
ABC

**BROKENSHIRE, NORMAN**
Theater Guild on the Air (ABC).

**BROWN, DICK**
(Brown, Herbert Richard); Singer, MC, Actor, b. Youngstown, O.; Cincinnati Coll. of Music; Calling All Girls; Hearts in Harmony; Pleasure Parade; Dick Brown Show (WNEW); Guest-RCA Victor Show; Dave Elman's Auction.

**BROWN, JOHN**
Actor, b. Hull, England; Life of Riley; My Friend Irma; A Date With Judy; Ozzie & Harriet; The Dennis Day Show; Baby Snooks, Duffy's Tavern (NBC).

**BRUCE, EDWIN**
Portia Faces Life
NBC

**BRYAN, ARTHUR Q.**
Doctor Gamble-Fibber McGee & Molly, Waymond Wadcliffe-The Great Gildersleeve (NBC).

**BUNCE, ALLEN**
Athel and Albert
ABC

**BURNS, GEORGE**
Comedian; b. New York, N. Y.; Maxwell House Coffee Time (NBC).

**BURROWS, ABE**
CBS

## — C —

**CAMARGO, RALPH**
Just Plain Bill
NBC

**CAMPBELL, NAOMI**
Just Plain Bill
NBC

**CANDIDO, CANDY**
The Jimmy Durante Show
NBC

**CANOVA, JUDY**
Judy Canova Show, Texaco Television.

**CANTOR, EDDIE**
Comedian; b. New York, N. Y., Jan. 31, 1893, Pabst Blue Ribbon Show.

**CARLEN, FRAN**
Our Gal Sunday, Big Town
CBS
NBC

**CARSON, JACK**
Actor, b. Carmen, Manitoba, Oct. 27, 1910, St. Johns Mil. Acad.; Carelton College; Star of Jack Carson Show (CBS).


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**CASE, NELSON**
ABC, Criminal Casebook, CBS, Long Journey

**CATES, OPIE**
The Opie Cates Show
ABC

**CHALMERS, THOMAS**
Pepper Young's Family
NBC

## CHAPPELL, ERNEST

Quiet, Please; Ted Malone Show (ABC); Edward Murrow (CBS); Co-Producer, The Lambs Television Gambol (WNBT).

**CHAPMAN, PATTY**
Aunt Jenny
CBS

**CHITTISON, BERMAN**
Casey, Crime Photographer
CBS

**CHRISTY, KEN**
The Alan Young Show
NBC

## CLARK, LON CLAUDE

Actor, narrator, announcer; b. Bricelyn, Minn.; MacPhail Sch. of Music; Univ. of Cinn. New Sch. for Social Research; Nick Carter (MBS); Exploring the Unknown; Flashgun Casey; Aldrich Family; Boston Blackie; Gangbusters.

**CLARKE, PHIL**
Superman, Dick Tracy, Nick Carter

**COLLINS, TED**
Kate Smith, MBS

**COLLINS, TOM**
One Man's Family
NBC

## COLLYER, BUD

Superman, (MBS); Winner Take All (CBS).

## CONWAY, JULIE

Singer, Actress; b. Granite City, Ill.; Northwestern U.; Armstrong's Theater of Today; Casey, Crime Photographer; When A Girl Marries; Nora Drake.

**COOK, TOMMY**
Life of Riley
NBC

**COST, SUSAN**
Mary Lee Taylor
CBS

**COSTELLO, LOU**
Abbott and Costello Show, Abbott and Costello Kid Show
ABC

## COTSWORTH, STAATS

Actor, Stage, Radio; b. Oak Park, Ill., Feb. 17, 1908; Penn Sch. of Industrial Art; N. Y. Civic Rep. Theatre Apprentice Group; Lone Journey, Casey Crime Photographer, Harvest of Stars (CBS); Front Page Farrel (NBC); The Sheriff, This Is Your FBI (ABC).

**COWLING, SAM**
Breakfast Club
ABC

**CRAIG, NANCY**
Nancy Craig
ABC

**CREORE, PHYLLIS**
Aunt Jenny
CBS

**CROFT, MARY JANE**
Bill Goodwin Show
CBS

**CROSBY, BING**
Philco Radio Time
ABC

**CROSS, MILTON**
Opera Album
ABC

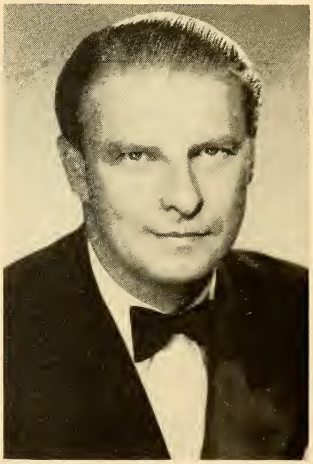
## CULLEN, BILL

Winner Take All, Give and Take, Missus Goes A-Shopping, Hit the Jackpot, Crime Photographer, Nora Drake (CBS).

**CURTIN, JOSEPH**
Mr. & Mrs. North
CBS

**CURTIS, KEN**
Western Theater, Hitching Post
ABC

CLAUDIA MORGAN
PL. 7-0700



ERNEST CHAPPELL
PL. 7-0700

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**Over NBC**
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"Give And Take" . . . CBS

"Missus Goes A-Shopping" . . . WCBS

"GO For The House" . . . ABC

"Three's A Crowd" . . . WOR

"Best Girl" . . . WOR

## — D —

**DAMON, LES**
Adventures of the Thin Man
CBS
Right To Happiness
NBC

**DANDRIDGE, RUBY**
The Judy Canova Show
NBC

**DARNAY, TONI**
Strange Romance of Evelyn Winters
CBS

**DAVIS, JOAN**
CBS

**DAY, DENNIS**
Dennis Day Show
NBC

**DeCAMP, ROSEMARY**
Dr. Christian
CBS

**DeKOVEN, ROGER**
This Is Nora Drake
NBC

**DELMAR, KENNY ("Senator CLAGHORN")**
"Fred Allen Show"
NBC

**DENNY, JR., GEORGE V.**
America's Town Meeting
ABC

**DONALD, PETER C.**
Comedian; b. Bristol, Eng., June 6, 1918; Professional Children's Sch.; Prize Assoc. of French Inst.; Can You Top This; Chesterfield Supper Club; Benny Goodman Show; Subbed for Dorothy & Dick & Arthur Godfrey; Tele. MC, Bell Telephone & Gimbel Bros.; Warriors of Peace (ABC) Fred Allen Show.

**DOUGLAS, DON**
High Adventure
MBS

**DOUGLAS, SUSAN**
Official Detective
MBS

**DOYLE, LEN**
Mr. District Attorney (NBC).

**DRAKE, ALFRED**
Theater U. S. A.
ABC

**DRAKE, GALEN**
Galen Drake
ABC

**DRAPER, MARGARET**
The Brighter Day
NBC

**DUNN, EDDIE**
True or False (MBS).

**DURANTE, JIMMY**
(Durante, James); Comedian; b. New York, N. Y., Feb. 13, 1893; Jimmy Durante Show (NBC).

## — E —

**EAST, ED**
MC; b. Bloomington, Ind.; Meet the Missus, CBS; Pacific Coast Network; TV Packages; Meet The Champ, Easy Does It and Who's Next. Head of Ed East Creative Recorded Spots.

**EDWARDS, RALPH**
MC, Comedian; b. Merine, Colo., Jan. 13, 1913; MC, Truth or Consequences, MC This is Your Life (NBC).

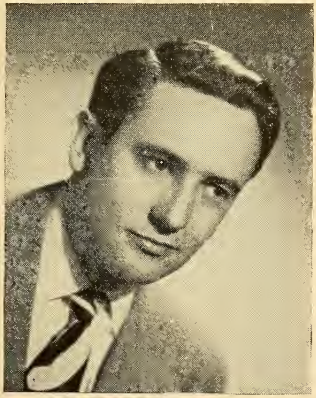
**EGELSTON, CHARLES**
Ma Perkins
NBC

**ELDERS, HARRY**
One Man's Family
NBC

**ELLEN, MINETTA**
One Man's Family
NBC

**ELLIOT, WINN**
County Fair, CBS; Quick As A Flash, MBS

**ELSTNER, ANNE**
Stella Dallas
NBC

**BOB SHERRY**
Free-Lance
ANNOUNCER — M.C. — NARRATOR
*Radio Registry*

**JULIE CONWAY**
ACTRESS — SINGER
*Radio Registry*

**EMERY, BOB**
(WOR) Small Fry Club; (WABD) Rainbow House; (WABD) DuMont Television.

**ERIC, ELSPETH**
Road Of Life
NBC

**ERICKSON, LOUISE**
The Alan Young Show
NBC

**ERSKINE, MARILYN**
Lora Lawton
NBC

## — F —

**FAYE, ALICE**
Actress, Vocalist; b. New York, N. Y., Under Contract To 20th Century Fox; Star of Phil Harris, Alice Faye Show (NBC).

**FELTON, HAPPY**
Guess Who, MBS

**FENWICK, ELLEN**
Exploring the Unknown
ABC, NBC, CBS, MBS

**FISCHMAN, HARVE BENNETT**
Jurior Junction
ABC

**FITZGERALD, ED**
Radio Commentator; b. Troy, N. Y.; Originator of Mr. & Mrs. Programs; Breakfast With the Fitzgeralds, The Fitzgeralds in N. Y. (ABC); At Home With The Fitzgeralds (WABD-Tele.).

**FITZGERALD, PEGEEN**
Radio Commentator; b. Norcatur, Kans.; College of St. Theresa; Originator of Mr. & Mrs. Programs; Breakfast with the Fitzgeralds; The Fitzgeralds in N. Y. (ABC); At Home With the Fitzgeralds (WABD-Tele.).

**FITZMAURICE, MICHAEL**
Nick Carter (MBS); When A Girl Marries (NBC).

**FLYNN, CHARLES**
Jack Armstrong
ABC

**FORBES, MURRAY**
Ma Perkins
NBC

**FORD, SENATOR**
(Ford, Edward Hastings); Humorist, radio, after dinner speaker, author, vaudeville; b. Brooklyn, New York, June 13, 1887; Can You Top This (NBC); Vox Pop; Hobby Lobby; guest appearances.

**FRANCIS, ARLENE**
What's My Name? (ABC).

**FRANKLIN, JOE**
Echoes of The Big Time (WMCA)

**FREEMAN, FLORENCE**
Wendy Warren and the News
CBS

**FREYMAN, EVELYN**
Consumer Time
CBS

**FRIEBUS, FLORIDA**
Lora Lawton
NBC

**FROMAN, JANE**
Pause That Refreshes
CBS

**FRONT, ALICE**
Mr. & Mrs. North
CBS

**FULLER, BARBARA**
One Man's Family
NBC

**FUNT, ALLEN**
Candid Microphone
ABC

**FUSSELL, SARAH**
Right To Happiness
NBC

## — G —

**GALLOP, FRANK**
Family Hour
CBS

JACKSON

BECK

ACTOR • ANNOUNCER • NARRATOR

LA 4-1200

GAMEL, NORENE
Bill Goodwin Show
CBS

**GARDE, BETTY**
mr. ace & JANE (CBS); Aunt Bedelia; Kobb's Korner; Perry Mason (CBS-TV).

**GARDNER, ED (ARCHIE)**
(Poggenburg, Eddie); Actor, producer, director; b. Astoria, N. Y., June 29, 1904; Duffy's Tavern (NBC).

GARGAN, WILLIAM
Ross Donald
ABC

GEORGE, BERNIE
The Bernie George Show
ABC

GIBSON, JONNY
Casey, Crime Photographer
CBS

GILBERT, RUTH
Perry Mason, Robert Q. Lewis Show
CBS

GODDARD, PAULETTE
We Care
ABC

**GODFREY, ARTHUR**
Arthur Godfrey Show, Talent Scouts (CBS).

GOFF, NORRIS
Lum 'n' Abner
CBS

GOODWIN, BILL
Johnny Fletcher
ABC

GORDON, BERT
The Eddie Cantor Show
NBC

GORDON, GALE
Fibber McGee & Molly
NBC

GOSDEN, FREEMAN (AMOS)
Amos 'N' Andy
CBS

GOTHARD, DAVID
Right To Happiness
NBC

GRANIK, THEODORE
American Forum Of The Air
MBS

**GREEN, EDDIE**
Actor; b. Baltimore, Md., Aug. 16, 1901; Eddie (the waiter) Green on Duffy's Tavern (NBC); Stonewall The Lawyer on Amos 'n' Andy (CBS).

GRIGGS, JOHN
House of Mystery, Adventure Parade
MBS

GRIMES, JACK
Let's Pretend
CBS

## — H —

HAINES, LARRY
Young Dr. Malone
CBS

**HALL, HELEN**
Barbara Wells (WOR).

HALOP, FLORENCE
Duffy's Tavern
NBC

HAMILTON, GENE
Carnegie Hall
ABC

HARRINGTON, MARY LOU
One Man's Family
NBC

HARRIS, ARLENE
Baby Snooks
CBS

**HARRIS, PHIL**
MC, Comedian, Orchestra Leader; b. Linton, Ind., June 24, 1906; Orchestra Leader - Jack Benny Show (CBS), The Phil Harris-Alice Faye Show (NBC).

HASTINGS, BOB
The Adventures of Archie Andrews
NBC


MEL BLANC

"Pedro" with Judy Canova

"Prof. Le Blanc" with Jack Benny

•

Bugs Bunny—Porky Pig—Daffy Duck
with
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Ted Ashley

LES TREMAYNE

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**HAWLEY, ADELAIDE**
Fashion On Parade (WABD); Fashion Flashes via Transcriptions; Fashion News Of The Day, Sun. Herald Tribune Column; News of The Day, Woman's Page Commentary for MGM Newsreel.

**HAWTHORNE, JIM**
That Hawthorne Thing
ABC

**HAYES, HELEN**
Electric Theater
CBS

**HAYES, PETER LIND**
Ford Show
CBS

**HAYMES, DICK**
Dick Haymes Show
CBS

**HELGESON, JOE**
Ma Perkins
NBC

**HERSHFIELD, HARRY**
Columnist (Mirror), cartoonist, radio; b. Cedar Rapids, Ia., Oct. 13, 1885; Can You Top This; Kate Smith; Hobby Lobby; Hildegarde.

**HERSHOLT, JEAN**
Dr. Christian
CBS

**HEWITT, ALAN**
This Is Nora Drake
NBC

**HILL, EDWIN C.**
This Is Adventure
ABC

**HILLIARD, HARRIET**
Adventures of Ozzie and Harriet
CBS

**HOLLAND, CHARLOTTE**
Lone Journey
CBS

**HOPE, BOB**
(Hope, Robert); Comedian, screen, radio; d. London, Eng., May 29, 1903; The Bob Hope Show (NBC).

**HOWARD, EUNICE**
Pepper Young's Family
NBC

**HOWARD, TOM**
It Pays to Be Ignorant
CBS

**HUBBARD, EDDIE**
Stars in The Night, Shoppers' Special
ABC

**HUBBARD, IRENE**
Mr. Keene, Tracer of Lost Persons
CBS
Right To Happiness, Lora Lawton
NBC

**HUGHES, ARTHUR**
Just Plain Bill
NBC

**HULL, JOHN WARREN**
Actor, singer, MC, stage, screen, radio; b. Gasport, N. Y.; Jan. 17, 1903; NYU, Univ. of Rochester; Vox Pop; Fair Enough (ABC Tele); In Town Today (NBC Tele); Radio City Matinee (NBC Tele).

## — I —

**IDELSON, BILLY**
Those Websters
MBS

**IRVING, CHARLES**
Young Dr. Malone
CBS

## — J —

**JANIEE, VIVI**
Lora Lawton
NBC

**JANNEY, LEON**
Charlie Chan
MBS

**JORDAN, JAMES EDWARD**
(Fibber McGee); Actor; b. Near Peoria, Ill., Nov. 16, 1896, Fibber McGee and Molly, on Air for 14 yrs.

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Arnold Stang

LURENE TUTTLE

Mark Goodson

**JOHNSON, RAY**
Lorenzo Jones
NBC

**JONES, SPIKE**
Spotlight Review
CBS

## JORDAN, MARIAN DISCOLL

(Molly); Actress; b. Peoria, Ill., 15, 1897; Fibber McGee and Molly on air for 15 yrs.

## JOSTYN, JAY

Radio Actor; b. Milwaukee, Wisc.; Marquette Univ. Wisc. Conservatory of Music; Mr. D.A. (NBC).

## —K—

**KAUFMAN, IRVING**
CBS

**KAY, BEATRICE**
Beatrice Kay Show, MBS

## KEARNS, JOSEPH S.

Radio Actor; b. Salt Lake City, Utah; Feb. 12, 1907; ed. U. of Utah; Lux Radio Theater, Sam Spade, Blondie, Favorite Story.

**KEIGHLEY, WILLIAM**
Lux Radio Theater
CBS

**KEITH, RICHARD**
True Detective Mysteries
MBS

## KELK, JACKIE

Radio actor; b. Brooklyn, N. Y., Aug. 6, 1923; Professional Children's Sch.; Aldrich Family (NBC); Superman (MBS).

**KIERNAN, JOHN**
Information, Please
MBS

**KILGALLEN, DOROTHY**
Star Time with Dorothy Kilgallen
ABC

## KING, JOHN REED

Radio and Television MC; b. Atlantic City; ed. Princeton. Give and Take, Missus Goes A-Shoppin' (CBS); Go For The House (ABC); Three's a Crowd (WOR).

**KIRBY, DURWARD**
Second Honeymoon
ABC

**KOHL, ARTHUR**
The Adventures of Archie Andrews
NBC

**KNUDSEN, PEGGY**
Bill Goodwin Show, Junior Miss
CBS

**KROEGER, BERRY**
Big Sister
CBS

**KVALDEN, GRETA**
Pepper Young's Family
NBC

**KYSER, KAY**
Kyser College of Fun and Knowledge
ABC

## —L—

**LAKE, ARTHUR**
Blondie
CBS

## LARKIN, JOHN

Perry Mason (CBS).

**LAUCK, CHET**
Lum 'n' Abner
CBS

## LAURIE, JOE, JR.

Can You Top This? (NBC).

**LAWRENCE, CHARLOTTE**
Christopher Wells
CBS

**LAYNE, ZELLA**
Betty Crocker Magazine of the Air
ABC

**LEHR, LEW**
Stop Me If You Have Heard This
MBS

**LEONARD, GENE**
Life Can Be Beautiful
NBC

**LESTER, JACK**
Sky King, Personal Autograph
ABC

IRENE RYAN
NBC
THE BOB HOPE SHOW

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**LEWIS, ELLIOTT**
"A Day in the Life of Dennis Day," NBC; "Fitch Bandwagon," NBC; "Meet Me at Parky's," NBC; "Scarlet Queen," MBS

**LEWIS, FORREST**
Meet The Meeks
NBC

**LEWIS, JERRY**
Dean Martin-Jerry Lewis Show
NBC

**LEWIS, ROBERT Q.**
Robert Q. Lewis Show
CBS

**LINKLETTER, ART**
House Party
CBS

**LISS, RONNY**
"Robin" — Superman, MBS; Studio One, CBS; Ford Theater, NBC; Counterspy, ABC; Aunt Jenny, CBS; Robert Q. Lewis Show, CBS

## LIVINGSTONE, MARY
(Benny, Mrs. Jack); Actress; b. Seattle, Wash., June 23, 1909; The Jack Benny Show (CBS).

**LOCKE, RALPH**
Life Can Be Beautiful
NBC

**LORDE, ATHENA**
Reader's Digest, CBS; When A Girl Marries, NBC; The Shadow, MBS; Linda's First Love, Kate Smith Hour, CBS; Nick Carter, MBS

## LOVEJOY, FRANK
Radio Actor, b. N.Y.C., N. Y. March 28, Murder and Mr. Malone (ABC coast to coast.; Sound Off (CBS).

**LUDDY, BARBARA**
First Nighter
CBS

**LYNCH, KENNETH**
Just Plain Bill
NBC

**LYNCH, PEG**
Ethel and Albert
ABC

## — Mc —

**MacDONNELL, JOHN HENRY**
The American Almanac
ABC

**MacELHONE, ELOISE**
Leave It to the Girls, MBS

## McBRIDE, MARY MARGARET
(WNBC).

**McCAFFREY, JOHN K. M.**
What Makes You Tick
ABC

**McCONNELL, LULU**
It Pays To Be Ignorant
CBS

## McCONNELL, SMILIN' ED
Story teller, MC, Singer; b. Atlanta, Ga., Jan. 12, 1892; William Jewell College; Began radio work 1922, WSB, Atlanta, Ga. Present sponsors; The Brown Shoe Co. (NBC); The Mantle Lamp Co. (Transcriptions).

**McCORMICK, MYRON**
Christopher Wells
CBS

## McELROY, JACK
Breakfast in Hollywood (ABC).

## McGEE, FIBER AND MOLLY
NBC

**McGRATH, PAUL**
Inner Sanctum
CBS

**McGUIRE, BOBBY**
MBS, Twenty Questions

**McLAUGHLIN, DON**
David Harding-Counterspy
ABC
Road To Life
NBC

**McNAUGHTON, HARRY**
It Pays To Be Ignorant
CBS

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## ADELAIDE HAWLEY

**Television:**
"Fashions On Parade," Dumont, narrator and coordinator

**Radio:**
"Fashion Flashes," transcribed news and interviews, coast to coast

**Newspaper:**
"Fashion News of the Day," weekly column of fashion advertising, New York Herald Tribune and other papers

**Newsreel:**
MGM's "News Of The Day"

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BARBARA WELLES

*Best Wishes*

MARIE WILSON

"My Friend Irma"

**McNEIL, DON**
Breakfast Club (ABC).

**McNELLIS, MAGGI**
ABC

## — M —

**MACREA, GORDON**
The Railroad Hour, Texaco Star Theater
ABC

**MACK, GILBERT**
Actor, director, b. New York, N. Y., Nov. 3, 1912; Inner Sanctum; Superman; Reader's Digest; Grand Central Station; Molle Mystery Theater; Harvest of Stars.

**MACK, TED**
The Amateur Hour
ABC

**MAITLAND, ARTHUR**
The Adventures of Archie Andrews
NBC

**MALONE, TED**
(Russell, Alden F.); Radio Story Teller, poetry editor, commentator, MC; b. Colorado Springs, Colo., May 18, 1908; William Jewell College; Ted Malone (ABC); MC, The Prudential Family Hour (CBS); Tele Series (WRBG, ABC).

**MANN, GLORIA**
The Adventures of Archie Andrews
NBC

**MANSON, CHARLOTTE**
Actress; b. Jan. 21, 1921, NYC; BS NYU; Creeper; Road To Life, (NBC); Nick Carter (MBS); The Sheriff, Helen Trent, My True Story (ABC).

**MARCH, HAL**
Sweeny & March
CBS

**MARKS, SHERMAN**
Meet The Meeks
NBC

**MARSHALL, HERBERT**
Man Called X
CBS

**MARTIN, DEAN**
Dean Martin-Jerry Lewis Show
NBC

**MARX, GROUCHO**
The Groucho Marx Show
ABC

**MATTHEWS, GRACE**
Bib Sister, CBS
The Shadow, MBS

**MEREDITH, BURGESS**
We Care
ABC

**MERRILL, GARY**
Right To Happiness
NBC

**MERRILL, JACK**
This Is For You
ABC

**MINER, JAN**
Casey, Crime Photographer
CBS
Lora Lawton
NBC

**MOHR, GERALD**
The Adventures of Bill Lance
ABC
Philip Marlow, CBS

**MONTGOMERY, ROBERT**
Suspense, CBS

**MOORE, GARY**
Breakfast In Hollywood
ABC

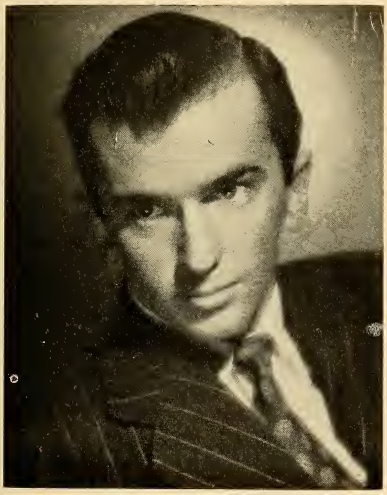
**MOORE, TOM**
Ladies Be Seated
ABC

**MORGAN, CLAUDIA**
Right To Happiness, NBC
The Thin Man, CBS

**MORGAN, HENRY**
The Henry Morgan Show
ABC

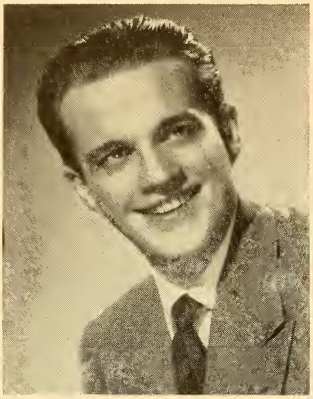
**MORRISON, BRET**
Actor, Singer, Radio Artist; b. May 5, 1912, Chicago, Ill.; Art Inst.; Light of the World, Thin Man, NBC; The Shadow, True Story, The Falcon, Superman (MBS).

**MORROW, JEFF**
Dick Tracy
ABC



JACKIE KELK

JOSEPH KEARNS



## BILL CULLEN

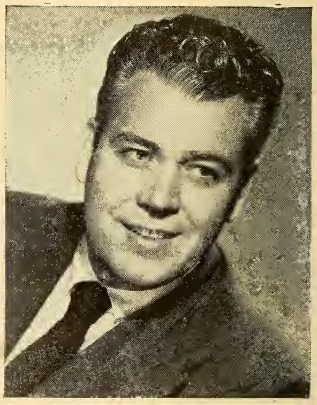
Management: Martin Goodman
38 E. 57th Street N. Y. C.

## JOHN BROWN

•

MY FRIEND IRMA
THE LIFE OF RILEY
A DATE WITH JUDY
OZZIE AND HARRIET
THE DENNIS DAY SHOW

## PETER DONALD



## TODD RUSSELL

"Strike It Rich" . . . CBS
9:30 P.M. Tuesdays
per. mgt.
Frank Cooper
521 Fifth Ave., New York City

**MOSS, ARNOLD**
Road of Life
NBC

## —N—

**NAGEL, CONRAD**
Television CBS

**NELSON, JOHN**
Bride and Groom
ABC

**NELSON, OZZIE**
Adventures of Ozzie and Harriet
CBS

**NEWMAN, ELMER**
Hayloft Hoedown
ABC

**NIESEN, CLAIR**
Backstage Wife
NBC

**NORELL, HENRY**
Ma Perkins
NBC

**NORRIS, KATHI**
Television Shopper (WABD).

## —O—

**O'KEEFE, WALTER**
Double or Nothing
CBS

**OLMSTED, NELSON**
Your Story for Today
ABC

**OLSEN, JOHNNY**
(Olsen, John L.); Radio performer, Writer, Producer, Singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business Coll.; Ladies Be Seated; What's My Name?; Johnny Olsen's Rumpus Room; Club Matinee (ABC); Ladies Man (WOR); Johnny Olsen's Luncheon Club (WMGM); Adelaide Hawley's Fashion Show; Johnny Olsen's Rumpus Room; Doorway To Fame; Ladies Be Seated (WABD).

**ORR, ANGELINE**
Captain Midnight
MBS

**ORTEGA, SANTOS**
Big Sister
CBS

## —P—

**PARKHURST, HELEN**
Child's World
ABC

**PARKS, BERT**
Stop The Music, Break The Bank, Second Honeymoon
ABC

**PARNELL, EVA**
Road Of Life
NBC

**PAWLEY, ED**
Big Town
CBS
NBC

**PAYNE, VIRGINIA**
Ma Perkins
CBS
NBC

**PEARY, HAROLD**
The Great Gildersleeve
NBC

**PETRIE, HOWARD**
Jimmy Durante Show, Blordie
CBS

**PIOUS, MINERVA (MRS. NUSSBAUM)**
Lone Journey, CBS; Fred Allen Show, NBC

**POOLE, BOB**
Poole's Paradise, MBS

**POWELL, DICK**
Front Page, Final Edition
ABC

**POWERS, PENNY**
(Olsen, Penny) b. Milwaukee, Wis., Feb. 6, 1917, ed. Stevens College; Johnny Olsen's Ladies Be Seated (ABC-Tele); Johnny Olsen's Rumpus Room (ABC-Tele).

**PRENTISS, ED**
Captain Midnight
MBS

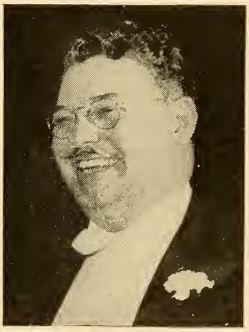
DWIGHT WEIST

MC — ANNOUNCER — NARRATOR

Grand Slam CBS Big Town CBS
Aldrich Family NBC Inner Sanctum CBS

Commentator—Pathe News—"This Is America"

PROF. QUIZ



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GRAPE NUTS FLAKES

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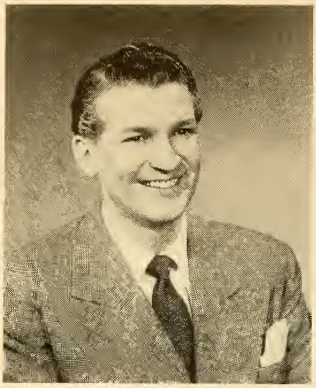

## BUD COLLYER

"Winner Take All" (Radio and TV)
"Break the Bank"
"Road of Life"
"Superman"

## MICHAEL FITZMAURICE

"When a Girl Marries" . . . N B C
"Nick Carter" . . . . . M B S
Radio Registry

## JAY JOSTYN

Management: Martin Goodman
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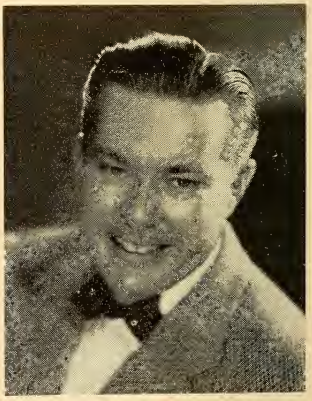


## EDDIE DUNN

9 Eastwoods Lane
Scarsdale, N. Y.

**PROFESSOR QUIZ**
(Earl, Craig); b. Boston, Mass.; Tufts; Harvard; Professor Quiz (ABC).

**PRYOR, ROGER**
Theater Guild On The Air
ABC
Pause That Refreshes on The Air
CBS

**QUIZ KIDS**
NBC

## —R—

**RABY, JOHN**
The Brighter Day
NBC

**RATHBONE, BASIL**
Scotland Yard, MBS

**REIMERS, ED**
Our Job Is Manhattan
ABC

**REINHEART, ALICE**
Life Can Be Beautiful
NBC

**ROBB, MARY LEE**
The Great Gildersleeve
NBC

**ROBINSON, BARTLETT**
Portia Faces Life
NBC

**ROESSLER, ELMIRA**
Meet The Meeks
NBC

**ROGERS, ROY**
Dick Run, O.; Saturday Night Round-Up (NBC); Roy Rogers Show (MBS).

**ROOSEVELT, ANNA**
Eleanor and Anna Roosevelt
ABC

**ROOSEVELT, ELEANOR**
ABC

**ROSE, NORMAN**
Famous Jury Trials
ABC

**ROSS, EARLE**
The Great Gildersleeve
NBC

**ROUVEROL, JEAN**
One Man's Family
NBC

**RUSSELL, TOD**
Strike It Rich (CBS).

**RUTHERFORD, ANN**
Blondie
NBC

**RYAN, IRENE**
The Bobe Hope Show (NBC); Jack Carson Show (CBS).

## —S—

**SARGENT, NANNETTE**
Curtain Time
NBC

**SCANLON, ARTHUR**
The Art Scanlon Show (WINS)

**SCRIBNER, JIMMY**
The Johnson Family
MBS

**SHELDON, HERB**
ABC

**SHELTON, GEORGE**
It Pays To Be Ignorant
CBS

**SHEPHERD, ANN**
Big Sister
CBS

**SHERMAN, ELEANOR**
The Greatest Story Ever Told
ABC
We Love & Learn; Light of the World, NBC

**SHERRY, BOB**
Free Lance.

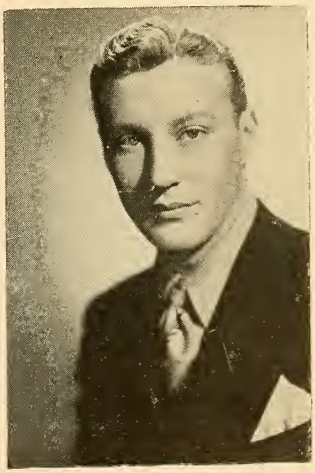
**SHIELDS, FRED**
Miss Corliss Archer
CBS

**SHIRLEY, ALFRED**
Sherlock Holmes
MBS

**SHOCKLEY, MARIAN**
Road Of Life
NBC

**SINGLETON, PENNY**
Blondie
CBS

DANNY WEBB
"COMICS ON PARADE"
WPIX



BRET MORRISON
Title Role—"The Shadow"—MBS
Narrator—"Light of the World"—NBC

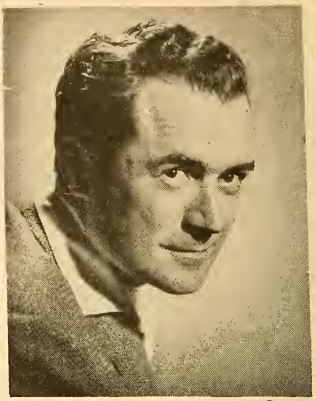
**LON CLARK**

Title Role in "Nick Carter" MBS

Writer—Producer—Narrator of Children Albums

Actor — Announcer — Narrator

PL. 7-0700



**FRANK LOVEJOY**

"THE AMAZING MR. MALONE"

ABC

**WARD WILSON**

ANNOUNCER

ACTOR - SPORTS BROADCASTER

Radio Registry

**ED EAST**

M.C. "MEET THE MISSUS"

CBS Pacific Coast Network

TV packages — "Meet the Champ," "Easy Does It" and "Who's Next?"

**SLATER, BILL**
Twenty Questions, Fishing and Hunting Club, Luncheon at Sardi's (MBS).

**SMALL, FRANK**
Prof. Quiz, There's Money in Your Name TV; Popular Science Roundtable, Country Dance, It's A Fake, Music For the Mrs.

**SMART, JACK**
The Fat Man
ABC

**SMITH, SYDNEY**
Real Stories from Real Life, MBS
Life Can Be Beautiful
NBC

**SMOLEN, VIVIAN**
Our Gal Sunday
CBS
Stella Dallas
NBC

**SMYTHE, J. ANTHONY**
One Man's Family
NBC

**SNYDER, LOUISE**
Adventures of the Falcon
MBS

**STAFFORD, JO**
The Jo Stafford Show
ABC

**STAFFORD, HANLEY**
Baby Snooks, Blondie
CBS

**STANG, ARNOLD**
The Milton Berle Show (NBC); The Eddie Cantor Show (NBC); Henry Morgan Show; Theater Guild, Texaco Star Theater (ABC).

**STANLEY, JOHN**
Sherlock Holmes
MBS

**STERLING, JACK**
WCBS, New York, N. Y.

**STEVENS, JULIE**
Romance of Helen Trent
CBS

**STONE, EZRA**
The Aldrich Family
NBC

**STONE, HARLAN, JR.**
The Adventures of Archie Andrews
NBC

**STOOPNAGLE, COLONEL**
Vaughn Monroe Show

**STROOCK, GLORIA**
Crimes of Carelessness, MBS

**STUDERBAKER, HUGH**
Guiding Light
CBS

**SUTTON, PAUL**
Challenge of the Yukon
ABC

**SWEENY, BOB**
Sweeny & March
CBS

**SWENSON, KARL**
Our Gal Sunday
CBS
Lorenzo Jones
NBC

## —T—

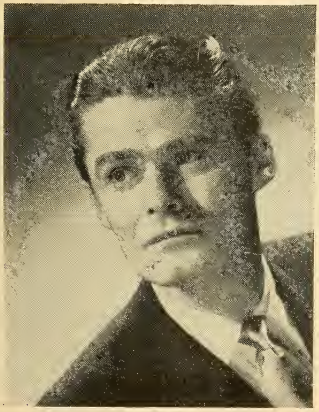
**TANNEY, ARNO**
Sound Off
ABC, CBS

**TARPLIN, MAURICE**
Mysterious Traveler, MBS; Light of the World, NBC

**TETLEY, WALTER**
The Great Gildersleeve
NBC

**THOMAS, ANN**
Theater Guild, Molle Mystery, The Fat Man, Willie Piper, Mennen Shavetime, Hour Glass.

**THOMPSON, BARRY**
The Sea Hound
ABC

JOHN LARKIN
"Perry Mason" . . . C B S
SChuyler 4-5700

JACK McELROY
M.C.—"Breakfast in Hollywood"
*ABC—Monday thru Friday*
Singer—Announcer—"Bride And Groom"
*ABC—Monday thru Friday*

THOMSON, BARRY
Sherlock Holmes
MBS

THORSON, RUSSELL
One Man's Family
NBC

TINNEY, CAL
Thinking Aloud
ABC

TODMAN, BILL
Winner Take All
CBS

TOMPKINS, JOAN
David Harum
CBS
This is Nora Drake
NBC

**TREMAYNE, LES**
(Tremayne, Lester) actor, announcer, Em-Cee; b. London, England; Kraft Music Hall, Cavalcade of Summer, Walter Winchell Show, The Thin Man, Inner Sanctum, Joyce Jordan (NBC); Wendy Warren & the News, Hall Mark Play House (CBS); Adventures of the Falcon (MBS); Drew Pearson (ABC).

**TUTTLE, LURENE**
(Tuttle, Lurene Susie); Radio actress; b. Pleasant Lake, Ind., Aug. 20, 1907; Pasadena Jr. College; U. S. C. Drama Course; Effie on Adventures of Sam Spade; Nellie on Burns & Allen; Hollywood Players; The Whistler; The Saint; The Red Skelton Show (NBC); Ozzie & Harriet; Suspense, Mystery Without Murder (NBC); Masquerade (NBC).

## — V —

VALENTINE, LEW
Dr. I. Q.
NBC

VAN DEVENTER, FRED
Twenty Questions
MBS

VAUGHAN, BERYL
Meet The Meeks
NBC

VINTON, ARTHUR
CBS

VOLA, VICKI
Mr. District Attorney
NBC

**VON ZELL, HARRY**
Radio MC, Comedian, Motion Picture Actor; b. July 11, 1906, Indianapolis, Ind.; Eddie Cantor Show, NBC; Smiths of Hollywood; Motion Pictures, Harry Von Zell Comedies—Columbia.

## — W —

WALDO, JANET
Meet Corliss Archer
CBS

WALL, LUCILLE
Portia Faces Life; Lorenzo Jones
NBC

WALLACE, MIKE
For The Luvva Mike
ABC

**WALPOLE, HELEN**
Actress, Radio Writer, Playwright; b. Birmingham, Ala.; ed. Private Schools In South; Personalized Commentaries on Fashion Review (NBC-TV); Adventure in Reading, Great Plays (NBC).

**WEBB, DANNY**
Actor; b. New York, N. Y.; Chase & Sanborn Hourglass (NBT); Comics on Parade (WPIX).

**ARTHUR Q. BRYAN**
Waymond Wadcliffe
Doctor Gamble

**EDDIE "The Waiter" GREEN**
**DUFFY'S TAVERN**
**"Stonewall The Lawyer"**
**AMOS 'n' ANDY**

**WEBER, CARL**
Strange Romance of Evelyn Winters
CBS

**WEBSTER, CHARLES S.**
Backstage Wife; Life Can Be Beautiful
NBC

**WEEKS, BARBARA**
Young Dr. Malone
CBS

**WEIST, DWIGHT**
We, The People, Grand Slam (CBS).

**WEVER, NED**
Lora Lawton
NBC

**WHITEMAN, MARGO**
Tomorrow's Tops, Ellery Queen
ABC

**WHITEMAN, PAUL**
V.P. Chg. Music, ABC
On Stage America
ABC

**WILLIAMS, TOM**
Garden Gate
CBS

**WILSON, MARIE**
(Nixson, Mrs. Alan); Actress; b. Anaheim, Calif., Aug. 19, 1916; Miss Page School, Hollywood Cumnock School for Girls; Star of My Friend Irma (CBS).

**WILSON, MEREDITH**
ABC

**WILSON, WARD**
Can You Top This? (NBC); Aldrich Family, Mr. District Attorney, Gloomdodgers.

**WINCHELL, PAUL**
Winchell-Dunninger Series on WNBT.

**WINKLER, BETTY**
Joyce Jordan
CBS

**WINSLOWE, PAULA**
Life Of Riley
NBC

**WOLFE, MARY**
Rose of My Dreams
CBS

**WRAGGE, BETTY**
Pepper Young's Family
NBC

## — Y —

**YORKE, RUTH**
Just Plain Bill
NBC

**YOUNG, ALAN**
Radio and Movie Comedian; b. Northumberland, Eng. Nov. 19, 1919; The Alan Young Show (NBC); The Jimmy Durante Show (NBC); Tony Martin Show (CBS).

**YOUNG, CARLETON**
Count of Monte Cristo, MBS

**YOUNGMAN, HENNY**
Kate Smith Show; Raleigh Cigarettes; Hildegarde; Philco.

**YOURMAN, ALICE**
The Adventures of Archie Andrews
NBC

**YORBOROUGH, BARTON**
I Love Adventure
ABC
One Man's Family
NBC

## — Z —

**ZERBE, LAWSON**
Adventures of Frank Merriwell
NBC
Road of Life (NBC);
CBS, ABC

LEN DOYLE
*"Harrington to you"*
MR. DISTRICT ATTORNEY
N B C

FRANKLIN H. SMALL
HOTEL ABBEY, N. Y. C.
**Circle 6-9400**

**AM:**
PROF. QUIZ
THERE'S MONEY IN YOUR NAME

**TV:**
POPULAR SCIENCE ROUNDTABLE
COUNTRY DANCE
IT'S A FAKE
MUSIC FOR THE MRS.

# IRENE BEASLEY

Star of

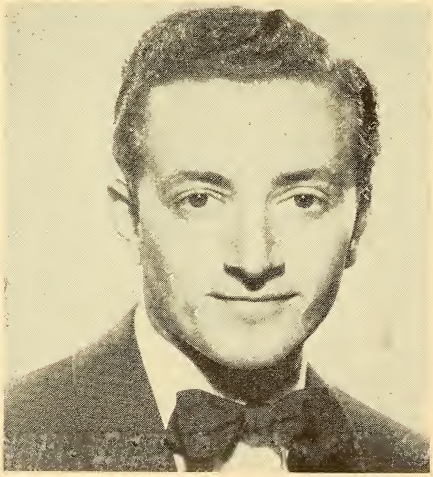
## "GRAND SLAM"

CBS—Monday through Friday

Management

**RADIO PRODUCTION SERVICE**

501 Madison Ave., N.Y.C. PL. 3-8940



# VIC DAMONE

Singing Star of

## THE PET MILK SHOW

Saturdays over NBC

and

Mercury Records

Press Relations
Sidney Ascher

Personal Management
Lou Capone

Bookings
William Morris Agency

# Vocal Artists

## (RADIO AND TELEVISION)

## —their work during 1948

### —A—

**ADAMS, CHESTER**
Cowboy Tiny Adams
WVCH, Chester, Pa.
**ADRIENNE**
Champagne & Orchids
WABD, New York, N. Y.
**AIKEN, DICK**
Dick Aiken Sings
WTRR, Sanford, Fla.
**ALDRICH, AUBY**
Western Hour
KJAM, Vernal, Utah
**ALEXANDER, DURELLE**
Song & Home
WBAP, Fort Worth, Tex.
**ALEXANDER, DURELLE**
Durelle
WBAP-TV, Fort Worth, Tex.
**ALFORT, JO & JOY**
KADA, Ada, Okla.
**ALLEN, EMORY**
Serenade for You
WRBL, Columbus, Ga.
**ALLEN, REX**
WLS, Chicago, Ill.
**ALLISON, FRAN**
WBKB, Chicago, Ill.
**ALM, JEANNE**
Music for Moderns
WDAY, Fargo, N. D.
**AMANDA**
Amanda
WABD, New York, N. Y.
**AMES, FRANK**
Songs by Ames
WHBC, Canton, O.
**ANDERSON, NORMAN**
WOAP, Owasso, Mich.
**ANDERSON, PAUL**
Breakfast With Bigelow's
WJTN, Jamestown, N. Y.

**ANDREWS SISTERS**
**Singers; Laverne, b. July 6, 1915; Maxene, b. Jan. 3, 1918; Patricia, b. Feb., 1920; Minneapolis, Minn.; Eight to the Bar Ranch (NBC).**

**ANDREWS SISTERS**
Club 15
CBS
**ARCHER, GENE**
Look To This Day
WRC, Washington, D. C.
**ARCHER, GENE**
Archer Song Shop
WNBW, Washington, D. C.
**ARISTORENAS, PRISCILLA**
Blueband Program
KZRH, Manila, P. I.
**ARMEN, KAY**
Stop The Music
ABC
**ARNETT, CHARLIE**
Ol' Brother Charlie
WDAE, Tampa, Fla.
**ARNOLD, JUNE**
June Arnold Time
KOME, Tulsa, Okla.
**ARTHUR, SUSAN**
WHAW, Weston, W. Va.
**ASHTON, SYLVIA**
"Design for Listening"
(NBC)
**ATKINS, JIMMY**
"Fred Waring Show"
(NBC)
"Jack Berch Show"
(NBC)
**ATKINS, JIMMY**
WNEW, New York, N. Y.
**AUTRY, GENE**
Gene Autry Show
CBS
**AYARS, MARGEL**
Presenting Margel Ayars
KHQ, Spokane, Wash.

### —B—

**BARBOUR, DAVE**
**Songwriter, Guitarist & Conductor; b. Flushing, L. I., N. Y., May 28, 1913; Summer Electric Program.**

**BARKER, BILL**
The Guild Room
WEEK, Peoria, Ill.
**BARKER, DWIGHT**
WSIC, Statesville, N. C.
**BARNETT, ED**
Stump Us; Ed Barnett Show
KSWO, Lawton, Okla.
**BARROW, JOHNNY**
Johnny Barrows Presents
KWTC, Barstow, Calif.
**BARRY, LEE**
Restonic Time
WMC, Memphis, Tenn.
**BARTELL, ED**
WPGH, Pittsburgh, Pa.
**BARTON, EILEEN**
NBC
Eileen Barton Show: Teen-timers Club; "Angel in the Wings"
**BAXTER, JEANNIE**
Three On A Mike
WCAE, Pittsburgh, Pa.

**BEASLEY, IRENE**
**(Beasley, Elizabeth Irene): Producer, MC, Singer, Whitehaven, Tenn.; Sweet Briar Coll.; MC, Raising a Husband (MBS); MC, Singer, Producer — Grand Slam (CBS); Head of radio prod. Service; Member N. Y. local board, AFRA.**

**BEASLEY, JACK**
Oklahoma Roundup
KOMA, Oklahoma City, Okla
**BELKNAP, JUNE**
Songs With June
WKRT, Cortland, N. Y.
**BELL, BARBARA**
Songs By Barbara Bell
WLTC, Gastonia, N. C.
**BENDER, BETTY**
Your Favorite Song
WTCJ, Tell City, Ind.
**BENNETT, ADDIE**
Songs for You
WPTR, Albanyk, N. Y.
**BENNETT, JEAN**
Jean Bennett Sings
WHLS, Port Huron, Mich.
**BENNETT, REED**
Rainbow Revue
KSUB, Cedar City, Utah
**BENNETT, RENEE**
WGL, Fort Wayne, Ind.
**BENSON, DANA**
Song Shop
WPOR, Portland, Me.
**BENSON, PAUL**
Paul Benson Show
WSB, Atlanta, Ga.
**BERCH, JACK**
NBC, "Jack Berch Show"
**BERGER, GINNY**
WGPA, Bethlehem, Pa.
**BERNIER, DAISY**
NBC, "Fred Waring Show"
**BERRY, BOB**
WBAL-TV, Baltimore, Md.
**BETTY AND HER BOYFRIENDS**
Here Is to You, CBS
**BEVERLY, ELAINE**
Brunch With Bill
KDKA, Pittsburgh, Pa.
**BFA GLEE CLUB**
WWSR, St. Albans, Vt.
**BLACKSTONE, C. R., Jr.**
WMVA, Martinsville, Va.
**BLAINE, JIMMY**
Music and Mr. Blaine,
The Buddy Weed Show, ABC
**BLAND BROTHERS**
WTUX, Wilmington, Del.
**BOEHM, WILLIAM**
WNBK, Cleveland, O.
**BOLAND, NORMAN**
Birthday Greeters
WFBG, Altoona, Pa.
**BOND, JOHNNY**
NBC
**BOOCK, MONA**
KANE, New Iberia, La.
**BOOTS, DON**
WKNX, Saginaw, Mich.
**BORDENAIRES QUARTET**
County Fair, CBS
**BOSCH, HENRY**
Hymns You Love
WFUR, Grand Rapids, Mich.
**BOTTEICHER, GENE**
Bob & Gene
WFBG, Altoona, Pa.
**BOUCK, LOUIS**
Name That Song
WMTC, Vancleve, Ky.
**BOWERS, STEVE**
WCFL, Chicago, Ill.
**BOYER, BOB**
WHBS, Huntsville, Ala.
**BOYETTE, ANDY**
Radio Ranch Hands
WDAE, Tampa, Fla.

**BOZMAN, LIDA**
KWPM, West Plains, Mo.
**BRADFORD, BILL**
Club Matinee
KTBS, Shreveport, La.
**BRADFORD, JOHNNY**
The Johnny Bradford Show
WRC, Washington, D. C.
**BRADFORD, JOHN**
WNBW, Washington, D. C.
TV Journal
**BRAGG & BALLADS**
KXIC, Iowa City, Ia.
**BRANNUM, LUMPY (Hugh)**
"Fred Waring Show" (NBC)
**BRANUM, STAN**
KWPM, West Plains, Mo.
**BRAUN, MUSTIE**
KWEI, Weiser, Ida.
**BRERETON, ANN**
Moods in Melody
KSEM, Moses Lake, Wash.
**BRIDGES, CAROL**
WERD, Atlanta, Ga.
**BRINEY, MARY MARTHA**
Tap Time
KDKA, Pittsburgh, Pa.
**BRITTON, JIMMY**
Silver & Gold
WHEC, Rochester, N. Y.
**BROOKS, JOAN**
WRVA, Richmond, Va.
**BROWN, ART**
WOIC, Washington, D. C.
**BROWN, BOB**
The Three Notes
KCTX, Childress, Tex.
**BROWN, DICK**
Stop the Music
ABC

**BROWN, DICK**
(Brown, Herbert Richard); Singer, MC, Actor; b. Youngstown, O.; Cincinnati Coll. of Music; Ca ling All Girls; Hearts in Harmony; Pleasure Parade; Dick Brown Show (WNEW); Guest—RCA Victor Show; Dave Elman's Auction.

**BROWN, ED**
Sincerely Yours
WJJJ, Montgomery, Ala.

**BROWN, JIMMY**
(Brown, James R.) Singer; b. Pittsburgh, Pa.; ed. Carnegie Institute of Technology; Angostura Time, WOR.

**BROWN, JIMMY**
Jimmie Brown Time
WKZ, Hazard, Ky.
**BROWN, NELLIE**
Keynoters
WREN, Topeka, Kans.
**BROWNE, JUNE**
WENR, Chicago, Ill.
**BROWSER, BEVERLY**
KYW, Philadelphia, Pa.
**BRUMLEY, ARLIE**
Radioaires
WNGO, Mayfield, Ky.
**BRYAN, HARRY**
Ozark Tunes
KTTR, Rolla, Mo.
**BUCCANEERS**
NBC
"Circle Arrow Show"
**BUMPASS, THELMA**
WTIK, Durham, N. C.
**BURCH, BARBARA**
WTWA, Thomson, Ga.
**BURDETTE, JIM**
Song Shop
WFAA, Dallas, Tex.
**BURNETT, CHESTER**
Friendly Voice
WMAZ, Macon, Ga.
**BURT, BOB**
Bob Burt Show
WDLB, Marshfield, Wis.
**BUTNER, VICTORIA**
WSTP, Salisbury, N. C.
**BYRD, MILDRED L.**
WAYS, Charlotte, N. C.
**BYRNES, PAULINE**
NBC
"Chesterfield Supper Club"

## —C—

**CALDWELL, JUNE**
WMT, Cedar Rapids, Ia.
**CALL, BILL**
Concert Gems
KDYL, Salt Lake City, Utah
**CALLAHAN, BOB**
Young Man With a Song
KQW San Jose, Calif.
**CALLAWAY, MAY BELL**
Lady Hamilton
WMC, Memphis, Tenn.
**CAMPBELL, ARCHIE**
WNOX, Knoxville, Tenn.
**CANNON, NADIA**
KGO, San Francisco, Cal.

Janette Davis

**CANOVA, JUDY**
Judy Canova Show, Texaco Television (Guest Star).

**CANTOR, LEAH**
WOKO, Albany, N. Y.

**CANTWELL, AL**
WDNC, Durham, N. C.

**CARL, CLIFF**
Ranchouse Reveille
KNEW, Spokane, Wash.

**CARLSON, BILL**
WLDY, Ladysmith, Wis.

**CARMICHAEL, HOAGY**
Hoagy Carmichael Sings
CBS

**CAROLINA PLOW BOYS**
WJNC, Jacksonville, N. C.

**CARRILLO, MILAGROS**
Ofertas Matinales
WNEL, San Juan, P. R.

**CARROLL, GEORGE**
NBC
"Circle Arrow Show"

**CARROLL, GLORIA**
Beantown Varieties
WEEI, Boston, Mass.

**CARROLL, JUNE**
Open House
WFBR, Baltimore, Md.

**CARROLL, NORM**
My Song
WGL, Fort Wayne, Ind.

**CARTER, BILL**
Sat. Night Roundup
KREO, Indio, Calif.

**CARTER, CHESTER**
Keystone Pioneers
WVCH, Chester, Pa.

**CASS COUNTY BOYS**
Gene Autry Show
CBS

**CASSEL, PETER**
Town & Country Time
WARL, Arlington, Va.

**CAUDILL, CARL**
Caudill's Carnival
WWNF, Fayetteville, N. C.

**CHAMBERS, MAURICE**
Vocal Varieties
WLOX, Biloxi, Miss.

**CHANCE, SAM**
Wing of Song
WFRP, Savannah, Ga.

**CHATWIN, CLAIR**
NBC
"Chesterfield Supper Club"

**CHEROKEE, JACK**
Rhythm Riding Wrangler
KMO, Tacoma, Wash.

**CHODAK, MORRIS**
Jewish Musical Review
WMBM, Miami Beach, Fla.

**CHURCHILL, STEWART**
NBC
"Fred Waring Show"

**CLAIRE, TIPPY**
Tippy & Clyde
WCRO, Johnstown, Pa.

**CLAIRETTE MELODY BOYS**
Dublin Hour
KSTV, Stephenville, Tex.

**CLARK, BUDDY**
"Carnation Contented Hour"
NBC

**CLARK, HARRY**
Songs of Harry Clark
KSL, Salt Lake City, Utah

**CLAYTON, NORMAN**
Norman Clayton Sings
WTMJ, Milwaukee, Wis.

**CLAYTON, PATTI**
Waitin' for Clayton
CBS
Club Fifteen
CBS
World Transcriptions
Bullet Records
Paramount Pictures

**CLITES, MINOR**
Requestfully Yours,
Down Memory Lane
KRES, St. Joseph, Mo.

**COCHRAN, WANDA**
LeBaron Look
WFUR, Grand Rapids, Mich.

**CODY, CHARLIE**
B & B Presents
KWTC, Barstow, Calif.

**CONFER, JIMMY**
Three On a Mike
WCAE, Pittsburgh, Pa.

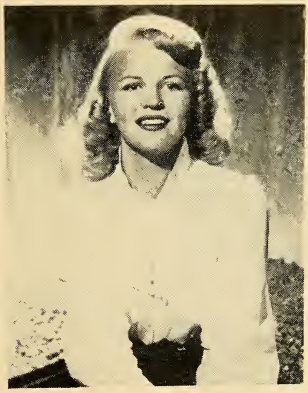
**CONNOLLY, JOHN**
Dennis Reid Show
WRVA, Richmond, Va.

**COLE, CAROLINE**
Songs By Caroline Cole
KOME, Tulsa, Okla.

**COLE, NAT KING**
NBC
Chesterfield Supper Club

**COLELLA, AL**
Open House at 1450
WILK, Wilkes-Barre, Pa.

**COLEMAN, CAROLE**
WCBS-TV, New York, N. Y.



PEGGY LEE

DAVE BARBOUR

**COLLINS, JIMMY**
Portrait of You
WTRY, Troy, N. Y.

**COLUMBIAN SINGERS**
WRFD, Worthington, O.

**COMO, PERRY**
Vocal artist, radio and screen; b. Cannonsburg, Pa.; Supper Club (NBC).

**COMO, PERRY**
NBC
Supper Club

**COOK, LOIS**
Lois & Her Songs
KGGF, Coffeyville, Kans.

**COOK, RALPH**
KWPM, West Plains, Mo.

**COOPER, JERRY**
MBS
Diamond Records

**COPELAND, SHIRLEY MAE**
Playtime Frolic
WNMP, Evanston, Ill.

**CORBIN, ALTA & MYRNA**
Corbin Sisters
KTIP, Porterville, Calif.

**CORNETTE, VIRGINIA**
Knitting Time
WHOP, Hopkinsville, Ky.

**COTTON, LARRY**
Sooner Selections
WKY, Oklahoma City, Okla.

**COUGHLIN, GENE**
G. I. Troubadour
KWBR, Oakland, Calif.

**COUVILLION, JOYCE**
Bits of Melody
KSYL, Alexandria, La.

**COX, BETTY**
WOW, Calling
WOW, Omaha, Neb.

**COX, JIMMY**
The Jimmy Cox Show
KCSJ, Pueblo, Colo.

**COX, ROGER**
Gospel Singer
KVOA, Siloam Springs, Ark

**COYLE, JERRY**
WOKO, Albany, N. Y.

**CRAMER, RICHARD**
Melody Manor
WCHA, Chambersburg, Pa.

**CRANE, JOHN**
NBC
"Voices Down the Wind"

**CREW CHIEFS**
NBC
"Names of Tomorrow,
"Front & Center,"
"Henry Russell's Music"

**CRIGLEY, GEORGE**
Wheelin' N' Dealin'
KBYE, Oklahoma City, Okla.

**CROSBY, BING**
Philco Radio Time
ABC

**CROSBY, BOB**
Club 15
CBS

**CROSBIE, PHIL**
Hymn Time,
Phil Crosbie Show
KHQ, Spokane, Wash.

**CROSS, GLENN**
NBC
"Manhattan Merry-Go-Round"

**CURA, RAY**
WWRL, New York, N. Y.

## —D—

**D & H MINERS**
NBC
"D & H Miners"

**DALE, ALAN**
Sing It Again
CBS

**DALE, ALAN**
The Alan Dale Show
WABD, New York, N. Y.

**DALTON, TAUDIE**
Dude Ranch, Ivory Tower
KVOO, Tulsa, Okla.

**DAME, DONALD**
NBC
"American Album of Familiar Music"

**DAMONE, VIC.**
(Farinola, Vic); Singer; b. B'klyn, N. Y., June 12, 1928; Saturday Night Serenade (CBS); Jack Smith Show; Hit Parade; Hi Jinx Program; National Guard Programs.

**DAMONE, VIC**
NBC
Pet Milk Show

**DANA, ROSEMARIE**
WWRL, New York, N. Y.

**DARWIN, GLENN**
Sound Off
CBS

**DATA, MARISHA**
Polish Poppies
WSBC, Chicago, Ill.

**DAUM, MARGARET**
NBC
"American Album of Familiar Music"
**DAVIS, BERLE**
Berle by Candlelight
ABC
**DAVIS, BERYL**
Vaughn Monroe Show
CBS
Your Hit Parade
NBC
**DAVIS, BERYL**
Vaughn Monroe Show
CBS
**DAVIS, CARL J.**
WTJS, Jackson, Tenn.
**DAVIS, GEORGE**
Feature Shows
WRBL, Columbus, Ga.
**DAVIS, JANETTE**
Arthur Godfrey Show; Arthur Godfrey and His Friends (CBS).
**DAVIS, JOE**
1260 Harmony Lane
KSMI, Seminole, Okla.
**DAVIS, H. KENN**
Little Round Man
KRNO, San Bernardino, Calif.
**DAWN, MARION**
Quiz Teen Time
WFBR, Baltimore, Md.
**DAY, DENNIS**
"Jack Benny Show"
NBC
"A Day in the Life of Dennis Day"
NBC
**DAY, DORIS**
NBC
Bob Hope Show
**DAY, PATTY**
KYSM, Mankato, Minn.
**DAYE, SUNNY**
Sunny Daye Sings
KFRM, Kansas City, Kans.
**DAYE, SUNNY**
Sunny Day Entertains
KMBC, Kansas City, Mo.
**DEAL, JACK**
Dial to Deal
WHCU, Ithaca, N. .
**DECKER, GEORGE AND ARTISTS**
Stars for You
KFMB, San Diego, Calif.
**DEEL, SANDRA**
WCBS-TV, New York, N. Y.
**DEER, JIMMY**
Jimmy Deer Jamboree
WDAR, Savannah, Ga.
**DeMARCO SISTERS**
NBC
"Fred Allen Show"
**DENNIS, CLARK**
Clark Dennis
ABC
**DeNOON, JIM**
Saddle Rock 'n Rhythm
KSBW, Salinas, Calif.
**DESMOND, JOHNNY**
WCBS-TV, New York, N. Y.
**DICKENSON, JEAN**
NBC
"American Album of Familiar Music"
**DICKERSON, JUDY**
KNA, Shenandoah, Ia.
**DILLAR, DOROTHY**
Appointment With Music
WSM, Nashville, Tenn.
**DIXIE DONS**
NBC
"Signed, Beasley Smith"
**DIXIE RHYTHM QUARTET**
Dixie Rhythms
WOOF, Dothan, Ala.
**DOGGETT, LLOYD**
Hymn Time
KELD, El Dorado, Ark.
**DONNA, JEAN**
NBC
"Circle Arrow Show"
**DONOVAN, WARDE**
NBC
"Solitair Time,"
"Songs by Warde Donovan,"
"Warde Donovan Sings"
**DOREY, HAY**
The Music Shop
WBZ-WBZA, Boston-Springfield, Mass.
**DORR, RUSS**
WGAN, Portland, Me.
**DORSEY, BETTY**
Say It With Music
WHK, Cleveland, O.
**DOSSETT, LARRY**
Gems of Melody
KGY, Olympia, Wash.
**DOWNEY, JACK**
WONS, Hartford, Conn.
**DOWNING, CLYDE**
Melody Aces
WOBT, Rhinelander, Wis.

FRANKIE LAINE

•

Peggy Lee's
CHESTERFIELD
SUPPER CLUB

**DOWNING, LARRY**
NBC
"Circle Arrow Show"
**DRAKE, GEORGE**
Home Serenade
WEW, St. Louis, Mo.
**DUGAN, PATTI**
NBC
"Luncheon with Lopez"
**DUKE, JUANITA**
WHBS, Huntsville, Ala.
**DUNKIRK, MARY LOU**
Songs of Yesterday
WDAY, Fargo, N. D.
**DUMONT, LUCILLE**
CKAC, Montreal, Que.
**DUNKELL, EADIE**
Miracle of Music
WGBB, Freeport, N. Y.
**DUNN, ARTY**
NBC
"Three Suns Trio,"
"Three Suns Shine"
**DUQUETTE, DON**
WKNE, Keene, N. H.

**DURANTE, JIMMY**
**(Durante, James); Comedian; b. New York, N. Y., Feb. 13, 1893; Jimmy Durante Show (NBC).**

## —E—

**EAKES, MARY**
Music for Mary
WGTC, Greenville, N. C.
**EATON, CHARLES**
WSBT, South Bend, Ind.
**ECHOLS, HONEY**
WDXB, Chattanooga, Tenn.
**EDDIE & PEARL**
Eddie & Pearl
KRIC, Beaumont, Tex.
**EDGECOMB, HELEN**
WNLC, New London, Conn.
**THE EDWIN SISTERS**
WTND, Orangeburg, S. C.
**ELLIOT, WILLIAM I.**
WHEB, Portsmouth, N. H.
**ELLIOTT, PRISCILLA**
Tea Times
KOY, Phoenix, Ariz.
**ELLIS, PEGGY ANN**
WNEW, New York, N. Y.
**ENDICOTT, JIM**
Coffee Time
WHFB, Benton Harbor, Mich.
**ESQUIRE CHORUS**
It Pays to Be Ignorant
CBS
**ESTES, BILLY**
Estes Playboys
WMOX, Meridian, Miss.

**EVANS, DALE**
**Saturday Night Round-up, Starring Roy Rogers (NBC); Breakfast Club (ABC).**

## —F—

**FABIAN, CONNIE**
WMBD Breakfast Party
WMBD, Peoria, Ill.
**FARRELL, EILEEN**
Invitation to Music
CBS
**FARRELL, LINDA**
Popular Songs
WMFT, Florence, Ala.
**FARRELL, SKIP**
NBC
"Manor House Party"
**FARRELL, SKIP**
Skip Farrell Show
WENR, Chicago, Ill.
**FARRELL, SKIP**
Skip Farrell Show
WENR-TV, Chicago, Ill.

**FAYE, ALICE**
**Actress, Vocalist; b. New York, N. Y.; under contract to 20th Century-Fox; Star of Phil Harris-Alice Faye, Rexall Show (NBC).**

**FEE, JANET**
Treasure Trails of Melody
KOA, Denver, Colo.
**FIELDS, BUCK**
KGGF Farm Route
KGGF, Coffeyville, Kans.
**FILDES, JOHNSIE**
Songs at Twilight
WVLN, Olney, Il.
**FINECY, LEE**
Through the Years, Millinery Melodies
KFOR, Lincoln, Neb.
**FISHER, JIMMIE**
Cowboy Songs
KTTR, Rolla, Mo.
**FOLAND, MILES**
WSIV, Pekin, Ill.
**FORD, JANIE**
The Alan Dale Show
WABD, New York, N. Y.
**FOUR HITS AND A MISS**
Dick Haymes Show
CBS

MONICA LEWIS
DECCA RECORDING ARTIST
BOOKED BY MCA
Personal Manager, EDDIE GREENE

SAMMY SOLO
SINGING STAR
WMGM

**THE FOUR NOTES**
College Capers
KAYL, Storm Lake, Ia.
**FOUST, BILLY**
KVAI, Amarillo, Tex.
**FOWLER, WALLY**
NBC
"Grand Ole Opry"
**FOX, MARJEAN**
Melody Matinee
KTUL, Tulsa, Okla.
**FRANK, CLAUDIA**
Girl of the Golden West
WEXT, Milwaukee, Wis.
**FRANKLIN, BILL**
WLAQ, Rome, Ga.
**FREDERIC, PETER**
Peter Frederic in Song
WDAS, Philadelphia, Pa.
**FRENCH, DOROTHY**
Kaufman Theatre
KORE, Eugene, Ore.
**FRIAR, CHARLES**
Friars' Frolicks
WWNF, Fayetteville, N. C.
**FULTON, JANE**
WWJ, Detroit, Mich.
**FULTON, JANE**
WWJ-TV, Detroit, Mich.

## —G—

**GANZ, GEORGE**
Stump the Band
KDSH, Boise, Ida.
**GARCIA, LUCIS**
NBC
"Echoes from the Tropics"
"Tropicana"
**GATES, FLORENCE**
Musical Travelette
KDYL, Salt Lake City, Utah
**GEARISH, HAVELON**
Melody Lady
WEKR, Fayetteville, Tenn.
**GEARS, WALLY**
The Soda Set
WTCN, Minneapolis-St. Paul, Minn.
**GIESE, JIMMY**
The Gospel Musician
KONO, San Antonio, Tex.
**GILBERT, CAROLYN**
NBC
"Carolyn Gilbert,"
"Design for Listening"
**GILLETTE, MARION**
Anything Goes
WJR, Detroit, Mich.
**GLOSSER, JEAN**
Rean & Jean
WJEJ, Hagerstown, Mass.
**GOLDEN BELL**
Spiritual Singers
WOOF, Dotham, Ala.
**GOLDEN STAR QUARTET**
Golden Star Quarter
KSYL, Alexandria, La.
**GONATOS, JOHN**
Singing Sponge Diver
WCLE, Clearwater, Fla.
**GONZALES, DUETO PEREZ**
Tribuna Del Arte
WNEL, San Juan, P. R.
**GONZALES, REBECCA**
Purico Troubadours
KZRH, Manila, P. I.
**GOOD, DOLLY**
NBC
"Circle Arrow Show"
**GORDON, PHIL**
Prevue
KNBH, Hollywood, Calif.
**GORDON, RAY**
Lynn Sings
KTRE, Lufkin, Tex.
**GOSPEL FOUR**
WKEY, Covington, Va.
**THE GOSPEL QUARTET**
KRHD, Duncan, Okla.
**GOSPEL SINGERS**
KCOR, San Antonio, Tex.
**GRAHAM, BOB**
Starlight Time
KNBH, Hollywood, Calif.
**GRAHAM, LOUISE**
WFBC, Greenville, S. C.
**GRAM, MARGO**
To the Ladies
WHEC, Rochester, N. Y.
**GRANERT, JINNY**
WDXB, Chattanooga, Tenn.
**GRANT, JANE**
The Paramount Show
WLAC, Nashville, Tenn.
**GRANT, RUTH**
WGCL, Chester, S. C.
**GREEN, DOROTHY**
Cozy Corner
WKRZ, Oil City, Pa.
**GRIBBEN, BOB**
We Three, Down Melody Lane
KDTH, Dubuque, Ia.
**GRIGGS, DICK**
Musical Menu
WVLN, Olney, Ill.

JEAN SABLON
Management: Martin Goodman
38 E. 57th Street N. Y. C.

*Peggy Marshall*
SINGER — ARRANGER
PEGGY MARSHALL and THE HOLIDAYS
2nd Year
ARTHUR GODFREY'S "TALENT SCOUTS"

**GRISE, TONI**
Songs by Toni Grise
WTCN, Minneapolis-St. Paul, Minn.

## —H—

**HACKETT, JEANNE**
Twilight Time
KWJJ, Portland, Ore.
**HAGAMAN, CHARLES**
WNOX, Knoxville, Tenn.
**HAINES, ROBERT**
Favorite Song
WAIR, Winston-Salem, N. C.
**HALL, GALE**
NBC
"Gale Hall"
**HALL, JANE**
Anthony Avenue
WKY, Oklahoma City, Okla.
**HALL, WILLIAM**
Design for Listening
WKRT, Cortland, N. Y.
**HALLE, MURIEL**
Revue Musicale
WBZ-WBZA, Springfield, Mass.
**HALLEDAY, GLORIA**
WBAL-TV, Baltimore, Md.
**HAMMOND, HEAVY**
WALT, Tampa, Fla.
**HANNA, PHIL**
Here's to You
CBS
**HANNA, PHIL**
Spare Room
WABD, New York, N. Y.
**HARMONARES**
NBC
"Circle Arrow Show"
**HARRIS, BETTY**
NBC
"The Three Suns Shine,"
"Betty Harris Show"

**HARRIS, PHIL**
MC, comedian, orchestra leader; b. Linton, Ind., June 24, 1906; Orchestra Leader, Jack Benny Show (CBS); The Phil Harris-Alice Faye Show, Rexall (NBC); The Fitch Bandwagon (NBC).

**HARTMAN, CLIVE**
Singing Chef
KSUB, Cedar City, Utah
**HASKELL, JACK**
NBC
"Dave Garroway Show,"
"Design for Listening,"
"Musicana,"
"Touchdown Tips"
**HAYMES, DICK**
Dick Haymes Show
CBS
**HENRY, GERTRUDE**
Musical Memories
WGCD, Chester, S. C.
**HENSLEY, BILLY**
De Leon Hour
KSTV, Stephenville, Tex.
**HERACLIS, TYKE**
Songs from the Heart
YLTC, Gastonia, N. C.
**HESSIO, JOHN**
WOKO, Albany, N. Y.
**HILL, ALLAN**
Songs by Allan Hill
WJMX, Florence, S. C.
**HILL, BARBARA**
Barbara Hill Sings
WBBB, Burlington, N. C.
**HILL, JOHNNY**
ABC
**HILL, JOHNNY**
Music in Velvet
WENR-TV, Chicago, Ill.
**HILL, LOLA**
NBC
"Design for Listening,"
"Lola Hill"
**HILL, WANDA**
Songs by Wanda
KCTX, Childress, Tex.
**HODGE, EDNA EARL**
WHBS, Huntsville, Ala.
**HOLLAND, CLAUDIA**
Stairway to the Stars
WRUF, Gainesville, Fla.
**HON, DARREL**
Holsum Gospel Singer
KFPW, Fort Smith, Ark.
**HONEYDREAMERS**
Skip Farrell Show
WENR-TV, Chicago, Ill.
**HONEYDREAMERS**
WENR, Chicago, Ill.
**HOPE, MORRIS**
Morris Hope Sings
WSMJ, Bridgeton, N. J.
**HOUSTON, BOB**
Bob Houston Show
WMGM, New York, N. Y.

MARTHA TILTON
Jack Smith Show . . . CBS
Capitol Records
Per. Mgt. Frank Cooper Associates
MUSIC CORP. OF AMERICA

DICK BROWN
"STOP THE MUSIC" . . . ABC
Per. Mgt. Milton Stavin
General Artists Corporation

**HOUSTON, BOB**
NBC
"Bob Houston Sings,"
"Solitair Time"
WHN, New York, N. Y.

**HOWARD, BOB**
Sing It Again
CBS

**HOWARD, HAL**
Hoedown Hall
WRBL, Columbus, Ga.

**HUBBARD, JOYCE**
WHEB, Portsmouth N. H.

**HUGHES, MARJORIE**
NBC
"Chesterfield Supper Club"

**HUGHES, MILSON**
Memory Time
WBUX, Doylestown, Pa.

**HUNTER, BILLY**
The Vagabond
WEKR, Fayetteville, Tenn.

**HUNTER, DUKE**
Duke Sings
KCOL, Fort Collins, Colo.

**HUNTER, SUE**
Something in the Air
WHAM, Rochester, N. Y.

**HURD, CARMAN**
A Date With Carman
WMIK, Middlesboro, Ky.

## —I—

**INFELT, JIM**
Sunday Evening Trubadour
KIFI, Idaho Falls, Ida.

**IMES, WALLY**
Wally Imes Sings
KOME, Tulsa, Okla.

**IRWING, FLORIENE**
Florieine at the Studio Grand
KSFA, Nacogdoches, Tex.

**ISAACSON, CAROLYN**
WWGP, Sanford, N. C.

## —J—

**JACKSON, ROY & NORTHWESTERNERS**
Northwesterners
KEX, Portland, Ore.

**JACKSON, MERLE**
Friars' Frolicks
WWNF, Fayetteville, N. C.

**JAPHET, CLIFF**
Western Aces
WWSR, St. Albans, Vt.

**JARVIS, DON**
WWOD, Lynchburg, Va.

**JEFF ALEXANDER CHORUS**
Amos 'n' Andy
CBS

**JENSEN, JERRY**
Jerry Jensen Sings
KOPP, Ogden, Utah

**JENSEN, POLLY**
Notes for Cheer
WCHA, Chambersburg, Pa.

**JERRARD, HOWARD**
KDAN, Oroville, Calif.

**JESSEE, BLAIR**
Smiling Jessee
WROM, Rome, Ga.

**JOBE, BUDDY**
Ladies Day
KFI-TV, Los Angeles, Calif.

**JOBE, BUDDY**
Ladies Day
KFI, Los Angeles, Calif.

**JOHNNY CURTISS QUARTET**
The Anchor Room
WCAP, Asbury Park, N. J.

**JOHNSON, BETTY**
Betty Johnson Sings
WBT, Charlotte, N. C.

**JOHNSON, S. LEE**
Songs to Remember
KIFI, Idaho Falls, Ida.

**JOHNSON, ROBERT**
Oregon Album
KGW, Portland, Ore.

**JOHNSON, ROME**
NBC
"Circle Arrow Show"

**JOHNSTON, DAVE**
Songs by D. J.
WBEL, Beloit, Wis.

**JOLSON, AL**
(Yoelson, Asa); Actor, Singer; b. St. Petersburg, Russia, May 28, 1888; Star on Kraft Music Hall (NBC).

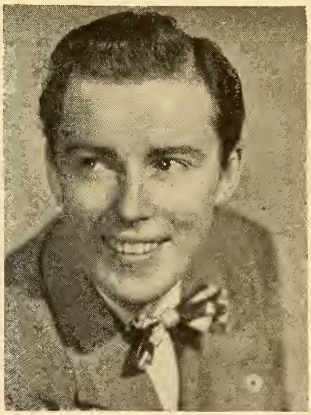
**JONES, GRANDPA**
Town & Country Time
WARL, Arlington, Va.

**JONES, EDGAR**
Friendship House
KVOR, Colorado Springs, Colo.

**JONES, PAUL M.**
Song Souveneers
WFLA, Tampa, Fla.

JIMMIE BROWN

Illinois 8-8849



JACK KILTY

"Jane Pickens Show" NBC
"Here's Jack Kilty" NBC
"Musical Merry Go Round" WNBT
MGM Records—NBC Thesaurus
Mgt.: Artists Management Ass'ts.

**JONES, PEGGY**
Have You Met Miss Jones
KURV, Edinburg, Tex.
**JOYCE, BETTE**
Oregon Album
KGW, Portland, Ore.
**JUDD, PATSY**
Musical Moments
KDYL, Salt Lake City, Utah
**JUDY & JULIE**
Judy & Julie Time
WWNR, Beckley, W. Va.
**JUN, ROSE MARIE**
WMT, Cedar Rapids, Ia.
**JUNKER, CARL**
A Date With Pat
WDSU-TV, New Orleans, La.

## —K—

**KARIN**
Karin Sings
WTCN, Minneapolis-St. Paul, Minn.
**KAY, BEATRICE**
Beatrice Kay Show
MBS
**KAYES, JAMES**
Kaufman Theater
KORE, Eugene, Ore.
**KEELAN, FRANCES**
Voices Down the Wind
WGY, Schenectady, N. Y.
**KEELAND, FRANCES**
NBC
"Voice Down the Wind"
**KELSEY, DON**
Dorr's Time
KTRI, Sioux City, Ia.
**KEN CHRISTY CHORUS**
NBC
Cities Service Band of America
**KEN LANE CHORUS**
NBC
"Your Hit Parade"
**KENDALL, FRED**
Anything Goes
WJR, Detroit, Mich.
**KENDALL SISTERS**
Range Riders
WGAR, Cleveland, O.
**KENNEDY, JEAN**
Silver Serenade
WBSR, Pensacola, Fla.
**KENNEDY, WILLIAM**
Voices Down the Wind
WGY, Schenectady, N. Y.
**KENNEEY, NOREEN**
Lee Kelton, Orchestra
WJAS, Pittsburgh, Pa.
**KERR, ANITA**
WMAK, Nashville, Tenn.
**KILDE, EINER**
Time for Tunes
KGDE, Fergus Falls, Minn.

**KILTY, JACK**
**Once Upon Our Time (NBC); Vest Pocket Varieties (NBC); Jack Kilty Show (WNBT); Make Mine Manhattan, Broadway Musical.**

**KING COLE TRIO**
Kraft Music Hall
CBS-MBS
Wildroot Show
NBC
**KING, FRANCES**
Lamplight Serenade
KONO, San Antonio, Tex.
**KING, JOHNNY**
WWJ-TV, Detroit, Mich.
**KING, LOUISE**
Music for You
CBS
**KING'S JESTERS**
Music for You
CBS
**KING'S MEN**
NBC
"Fibber McGee & Molly"
**KIRBY, FRED**
Briarhoppers
WBT, Charlotte, N. C.
**KIRBY, JOHNNY**
Song You Love to Hear, Singing Strings
KDKA, Pittsburgh, Pa.
**KOLLINER, MONNIE**
KDAN, Oroville, Calif.
**KORALESKE SISTERS**
WTWT, Stevens Point, Wis.
**KNECHT, EVELYN**
Sweetheart of Warden
KSEM, Moses Lake, Wash.
**KNIGHT, EVELYN**
Tony Martin Show
CBS
**KNIGHT, EVELYN**
Texaco Star Theater
ABC
**KNIGHT, LLOYD**
Songs for You
WCSH, Portland, Me.
**KNOWLES, BRANDON**
WHEB, Portsmouth, N. H.
**KNOX, JACKIE**
Jackie Knox Presents
WCBI, Columbus, Miss.

**KOBBLERS, KORN**
**CBS-TV, MBS, NBC, ZIV ET'S.**

**KRAUS, JEAN**
Jean Kraus Sings
KCRC, Enid, Okla.
**KREISMAN, BERNICE**
Songs of Bernice
WAPX, Montgomery, Ala.

## —L—

**LAINE, FRANKIE**
**Vocalist; Chesterfield Supper Club (NBC).**

**LAMOUR, DOROTHY**
NBC
Front & Center,
Sealtest Variety Show
**LANDSMAN, BEN**
Jewish Radio Guild
WSBC, Chicago, Ill.

**LANDT, KARL, JACK & DAN**
**The Landt Trio, singers; Sing Along (CBS); Camel Show (NBC).**

**LANE, BILL**
KSID, Sioux Falls, S. D.
**LANGE, ERMA**
WOAP, Owasso, Mich.
**LANHAM, ROY**
NBC
"Circle Arrow Show"
**LANSON, SNOOKY**
Sunday Down South
WSM, Nashville, Tenn.
**LANSON, SNOOKY**
NBC
"Songs by Snooky"
"Snooky Lanson Show"
**LARMORE, MARY**
WWOD, Lynchburg Va.
**LAUTH, DOROTHY**
WIRE, Indianapolis, Ind.
**LaVERN**
Exclusively Yours
WTCJ, Tell City, Ind.
**LAWRENCE, BILL**
Arthur Godfrey Show.
Morey Amsterdam Show
CBS
**LAWRENCE, GREGG**
NBC
"Chesterfield Supper Club"
**LEA, TERRY**
Early Birds
WFAA, Dallas, Tex.
**LEAVITT, NORMAN**
Songs by Norm Leavitt
WWNH, Rochester, N. H.
**LEE, EDDIE**
Songs by Lee
WAMS, Wilmington, Del.
**LEE, MEL**
Western Ballads
KTTR, Rolla, Mo.
**LEE, PATSY**
Breakfast Club
ABC

**LEE, PEGGY**
**(Egstrom, Norma); Singer, songwriter, actress; b. Jamestown, N. D., May 26, 1920; Bing Crosby Show; Summer Electric Program; Jimmy Durante Show. NBC Chesterfield Supper Club.**

**LEE, SAMMIE**
WEAR, Pensacola, Fla.
**LEGREE, WILBUR, SGT.**
The Singing Cop
WFDF, Flint, Mich.
**LEIGH, BILLIE**
Song Prevues
WEDO, McKeesport, Pa.
**LEIGHTON, HELEN**
WABB, Mobile, Ala.
**LEISTNER, LOWELL**
WVOK, Birmingham, Ala.
**LESICK, ANDY**
Lesick Time
WLDY, Ladysmith, Wis.
**LESLEIN, MARILYN**
Tunes for You
KDTH, Dubuque, Ia.
**LEWIS, HERB**
WBZ-WBZA, Boston-Springfield, Mass.

**LEWIS, MONICA**
**Singer; b. May 5, 1925, Chicago, Ill.; Hunter College; Bob Hope Show; Monica Lewis Program; Eversharp-Shick; Jack Smith-Jan August Show.**

**LILLEY, MADALINE**
Miss Coed
KSFA, Nacogdoches, Tex.
**LINDER, ART**
Coffee Carnival
KRLD, Dallas, Tex.
**LINTERN TRIO**
WKRT, Cortland, N. Y.
**LLOYD, CECIL**
Vicks Variety
KZRH, Manila, P. I.
**LONG, ALIS**
KDAN, Oroville, Calif.
**LOVETT, CLARA ELLEN**
Melodies by Clara Ellen
WMIK, Middlesboro, Ky.
**LUER, PATTI**
KXLL, Missoula, Mont.
**LUPER, CARL**
Al Clauser's Oklahoma Outlaws
KFJZ, Fort Worth, Tex.
**LYNN, CONNIE**
KVOX, Moorhead, Minn.
**LUNCH, CHRISTOPHER**
NBC
"Voice of Firestone"

**LYON, HULL**
WLCS, Baton-Rouge, La.

**LYONS, BETTE SUE**
WLCS, Baton-Rouge, La.

**LYONS, JIM**
The Lyon Roar
KSMI, Seminole, Okla.

## —Mc—

**MacRAE, GORDON**
Gordon MacRae Troubadour
CBS
Teentimers
NBC
Texaco Star Theater
ABC

**McCLELLAN, DON**
Heinie and His Band
WMAW, Milwaukee, Wis.

**McCLELLAN, STANLEY**
NBC
"D & H Miners"

**McCLOSKEY, JIMMY**
Jimmy & Rangers
WIBA, Madison, Wis.

**McCONNEL, SAM**
WGCD, Chester, S. C.

### McCONNELL, SMILIN' ED

"Smilin' Ed McConnell & His Buster Brown Gang" (NBC).

**McDOWELL, JIM**
Jimmie Mack Sings
WHFB, Benton Harbor, Mich.

### McELROY, JACK

Bride and Groom; Breakfast in Hollwood (ABC).

**McFADDEN, C. B.**
Lullaby Lady
KSEM, Moses Lake, Wash.

**McGRATH, BOBBY**
Bobby Sings
WLPO, LaSalle, Ill.

**MacGREGOR, EVELYN**
NBC
American Album

**McINTIRE, RUSS**
Salisbury, N. C.

**McKENNA, JEAN**
NBC
"A Miss & A Male,"
"Design for Listening,"
"Musicana,"
"Patterns in Melody"

**McKEON, JEANNIE**
NBC

**McKEON, JEANNIE**
NBC

**McKINNON, DANNY**
Irish Tenor
WJRD, Tuscaloosa, Ala.

**McMANUS, MARIAN**
NBC
"Manhattan Merry-Go-Round"

**McMILLEN, EDDIE**
NBC

**McMURRAY, FRED**
KSBW Melody Rangers
KSBW, Salinas, Calif.

**McNALLY, MAUREEN**
WNBK, Cleveland, O.

**McQUEEN, MARJORIE**
KOGT, Orange, Tex.

## —M—

**MACK, EDDIE**
Eddie Mack Show
KHUM, Eurika, Calif.

**MACKEY, LOUISE**
Smile Program
WFAA, Dallas, Tex.

**MACKLEY, MARY**
Songs For Shutins
KLPM, Minot, N. D.

**MAE, DAISY**
Daisy Mae
WDAE, Tampa, Fla.

**MAINER, WADE**
Sons of Recording Mountaineers
WBBO Forest City, N. C.

**MALBIN, ELAINE**
NBC
"Tapestry Musicale," "Music for Today," "Serenade to America"

**MALONE, CAROL**
A Song For You
WLAC, Nashville, Tenn.

**MANKER, VIRGINIA**
The Virginia Manker Show
WDXB, Chattanooga, Tenn.

**MANN, EDITH**
Open House
WTAG Worcester, Mass.

**MANN, PEGGY**
NBC
RCA Show

**MAPLE CITY FOUR**
WLS, Chicago, Ill.

**MARINE, JOE**
NBC
"Fred Waring Show"

### THE MARINERS

(Tom Lockard, Jim Lewis, Martin Karl, Nat Dickerson); Organized 1943; Arthur Godfrey Time (CBS); Arthur Godfrey & His Friends (CBS-TV).

### MARSHALL, PEGGY

Singer, arranger; b. Atlanta, Ga.; ed. Columbia Univ., Julliard; Arthur Godfrey Talent Scout Show (CBS); Bigelow Show (WNBT); 2nd yr. singing the opening; Land of the Lost (ABC), singer vocal dir.; Transcriptions.

**MARTIN, BETTY JO**
WBEX, Chillicothe, O.

**MARTIN, TONY**
Tony Martin Show
CBS

**MARTIN, VIVIAN**
NBC
"Dave Garroway Show," "Design for Listening '" "Musicana"

**MARY, TEXAS**
Texas Mary Sings
KFAB, Omaha, Neb.

**THE MASKED SPOONER**

**MASSEY, CURT**
ABC

**MASSEY, VERA**
ABC

**MATTHEWS, DOROTHY**
Our Gal Dorothy
KQV, Pittsburgh, Pa.

**MATHIS, JOHNNY**
County Cowboy
KMAE, McKinney Tex.

**MATICS, JOHNNIE**
Johnny Matics Show
WWNR, Beckley, W. Va.

**MATTISON, HENRY**
The Plainsmen
KFH, Wichita, Kans.

**MEIERS, MARVIN**
KCOL, Fort Collins, Colo.

**MELLO TONE QUARTET**
WHKP Hendersonville, N. C.

**MELODY KINGS**
Quartet
WLIZ, Bridgeport, Conn.

**MELTON, JAMES**
Harvest of Stars
CBS

**MERRIDEW, REG**
Harmony Ranch
WGAR, Cleveland, O.

### MERRILL, ROBERT

Singer; b. Brooklyn, N. Y., June 4, 1918; Kostelanetz Hour, Serenade to America; RCA-Battle of Music; RCA-Music America Loves Best; NBC-Symphony; RCA-Television Show.

**MESERVEY, NORM**
Notes With Norm
WOLF, Syracuse, N. Y.

**MICHAEL, ANN**
Oregon Album
KGW Portland, Ore.

**MICHAEL, BILL**
KWFT, Wichita Falls. Tex.

**MICHEL, NOEL**
CKAC, Montreal, Que.

**MIKSEHR, NORBERT**
Breakfast Club
KYJC, Medford, Ore.

**MILAM HARMONETTES**
The Milam Hour
WELO, Tupelo Miss.

**MILLER, HILDA**
Vocal Moods
WNGO, Mayfield, Ky.

**MILLER, JODY**
Romance With Jody
WWDC, Washington, D. C.

**MILLER, NED**
Western Hour
KJAM, Vernal Utah

**MILLER, WILLIAM**
Pearly Gate Singers
WMFT, Florence, Ala.

**MILLER, VIRGINIA**
Open House
KFOR, Lincoln, Neb.

**MILLS, BETSY**
Two In Tune
KFI-TV, Los Angeles, Calif.

**MILNE NANCY**
Twenty Fingers
WDBJ, Roanoke, Va.

**MIMS, SLIM**
The Dream Ranch Boy
WJMX, Florence, S. C.

**MINCEY, STELLA**
WKGN, Knoxville, Tenn.

**MINGUELA, MIGVELITO**
Canciones de America
WORA, Mayaguez P. R.

**MISHLER, EMBERT**
KFJB, Marshalltown, Ia.

**MODERNAIRES**
CLUB 15
CBS

**MOFFET, SLIM**
Roundup Special
WMOX, Medidian, Miss.

**MONROE, CAL**
Cal Monroe Sings
WCAP, Asbury Park, N. J.

**MONROE OLIN**
Happy Five Quartet
WMFT, Florence, Ala.

**MONROE, VAUGHN**
Vaughn Monroe Show (CBS)..

**MOODY, CLYDE**
Town & Country Time
WARL, Arlington, Va.

**MOORE, CARL**
Beantown Varieties
WEEI, Boston, Mass.

**MORGAN, LEE**
KYW Philadelphia. Pa.

**MORGAN, MABLE**
WWON, Woonsocket, R. I.

**MORGAN, RICHARD**
WBOC, Salisbury, Md.

**MORRIS RODNEY**
The Missourians
KIMO, Independence, Mo.

**MORRISON, BRET**
MBS

**MOWRY, LEE**
WLAQ, Rome, Ga.

**MT. OLIVE CHOIR**
KCOR, San Antonio, Tex.

**MULCAHY, CHERI**
Songs At Evantide
WLPO, La Salle, Ill.

**MULL, ANNA JANE**
Songs & Words At Eventide
WCED, Dubois, Pa.

**MURRAY, GERRY**
WJNC, Jacksonville, N. C.

**MURRAY, LYN**
CBS

**MYERS, BOB**
WAIR, Winston-Salem N. C.

**MYERS, BOYD R.**
Dinner Bell
KSGM, St. Genevieve. Mo.

**MYRIE, BETTY**
Say It With Music
WLOX, Biloxi, Miss.

## —N—

**NASH, HELEN**
WOW Calling
WOW, Omaha, Neb.

**NEIMAN DICK**
Dick & Ruth Neiman
WLAN, Lancaster, Pa.

**NELMS, NANCY**
WDBJ, Roanoke, Va.
Nancy & Estelle

**NESBIT, FRED, JR.**
Treasure Trails of Melody
KOA, Denver, Colo.

**NICHOLS, PENNY**
The Penny Nichols Show
KWTO, Springfield, Mo.

**NICKSON, GEORGE**
Songs For You
KXXX, Colby, Kans.

**NILAND, NANCY**
WCAU-TV, Philadelphia, Pa.

**NOBEL, AL**
Juke Box
KQV Pittsburgh, Pa.

**NOBLE, ROGER**
Rog and Anny
WSLI Jackson, Miss.

**NOHAVA, TEDDY & CELESTE**
Hello Folks
WMBM, Miami Beach, Fla.

**NOLAN, BOB**
NBC
"Saturday Night Roundup
Starring Roy Rogers"

**NOLTON, JOHN**
WWJ, Detroit, Mich.

**NORMAN, JARL**
Song At Eventide
WNLC, New London, Conn.

**NORMAN LUCILLE**
Nocturne
KNBH, Hollywood, Cal.

## —O—

**OAKRIDGE QUARTET**
NBC
"Grand Ole Opry"

**O'GRADY, EILEEN**
Serenade by Lee
WZIP, Covington, Ky.

**O'HEREN, RICHARD**
Say It With Music
WHK, Cleveland, O.

**OLIVER, FAY**
Fay Oliver Show
WING Dayton, O.

**O'NEIL, JULIE**
NBC
"St. Louis Serenade"

**ORR, CHARLES**
WGST, Atlanta, Ga.

**OSBORNE, JIMMIE**
Kentucky Folk Singer
WLEX, Lexington, Ky.

**OSUNA, ROBERTO, FLORES**
Canciones de Ayer
WVJP Caguas, P. R.

**OVERBY, JAMES**
James Overby Sings
WBOB, Galax, Va.

**OVERHOLT, RAY**
Ray Overholt Sings
WFUR, Grand Rapids, Mich.

**OWEN, PAUL**
Ladies Day
KFI, Los Angeles, Cal.

**OWEN PAUL**
Ladies Day
KFI-TV, Los Angeles, Cal.

**OWENS, JACK**
Breakfast Club
ABC

## —P—

**PACKARD, DICK**
WBET, Brockton, Mass.

**PAGE, BOB**
The Old Lamplighter
WBEX, Chillicothe, O.

**PAIGE DON**
Don Paige Sings
WTCJ, Tell City, Ind.

**PAIGE RICHARD**
NBC
Design For Listening, Musicana, Patterns in Melody

**PALMER, COY**
Coy Palmer
KGHF, Pueblo, Colo.

**PARKER, EVELYN**
NBC
"Signed, Beasley Smith"

**PARKER HENRY**
Sunday Serenade
WWNY, Watertown, N. Y.

**PARRISH, FRANK**
WIRE, Indianapolis, Ind.

**PATTERSON, WALTER**
WKMH, Dearborn, Mich.

**PAYNE, ERNIE**
KSBW Melody Rangers
KSBW, Salinas, Calif

**PAYNE, FERN**
Songs That Never Grow Old
KCTX, Childress, Tex.

**PAYNE, LEON**
Leon Payne Show
KOGT, Orange, Tex.

**PEARSON, JIM**
Twilight Time
KWJJ Portland, Ore.

**PEDIGO, SPECK**
Speck Pedigo and His Little Wooden Piano
KCRC, Enid, Okla.

**PEOPLES, JOE**
Music For You
WORZ, Orlando, Fla..

**PEPERETTES, TRIO**
The Peperettes
WLAC, Nashville, Tenn.

**PERKINS RAY**
The Ray Perkins Show
KFEL, Denver, Colo.

**PERKINS, TOM**
KYW, Philadelphia, Pa.

**PERRIN, MAC**
NBC
"Fred Waring Show"

**PETERSON, KEN**
Play or Pay
WDUZ, Green Bay, Wis.

**PETERSON MARLIN**
WMT, Cedar Rapids, Ia.

**PFEIFER, DELORES**
Delores Sings
WNMP, Evanston, Ill.

**PHILLIPS, LARRY**
Singing Mailman
WBEL, Beloit, Wis.

**PHILLIPS, RALPH**
Club 1300
WFBR Baltimore, Md.

**PHIPPS, LOIS JUNE**
WLOH, Princeton, W. Va.

## PICKENS, JANE

**Singer; b. Atlanta, Ga.; Curtis Institute of Music, Juilliard School; NBC Sundays at 5 P.M.**

**PICKENS, PATTI**
Patti Pickens Sings
WGPA, Bethlehem, Pa.

**PIERCE, ROSCOE**
Flying Ranch Boys
WBAP-TV, Fort Worth, Tex.

**PINE EDWARD**
WPIC, Sharon, Pa.

**PINSKI, ANTHONY**
Songs From Out of Past
KNEW, Spokane, Wash.

**POE, NELSON**
KXLL, Missoula, Mont.

**POLK, BILLY**
Song Stylist
WDWD Dawson, Ga.

**POPE, NANCY**
Nancy Jane
WJEJ, Hagerstown, Mass.

**POWELL, MANARD**
WKNX, Saginaw, Mich.

**PRESCOTT, MARY**
WJIG, Tullahoma, Tenn.

**PRESTON LEW**
KVAI, Amarillo, Tex.

**PRICE, DEWEY**
Fun By The Fireside
WBT, Charlotte, N. C.

**PRICE, NORMAN**
NBC
"D. & H. Miners"

**PRICHARD, BOBBIE**
Fairy Lady
WCEC, Rocky Mount, N. C.

**PRINZI, GERTRUDE**
Radio City Orchestra
WTMJ, Milwaukee, Wis.

**PUTTERMAN, DAVID**
NBC
"Eternal Light"

**PYATT, PATTY**
Teen Time & Tune Time
KFH, Wichita, Kans.

## —R—

**RADIO CHORISTERS**
NBC
"Highlights of the Bible."
"National Radio Pulpit"

**RAINE, LORRY**
ABC, MBS, NBC

**RAULERSON, SPENCE**
1400 Club
WMGA, Moultrie, Ga.

**RAY SISTERS TRIO**
WMBD, Peoria, Ill.

**RAYMOND, PENNY**
Penny Raymond Sings
WRDW, Augusta, Ga.

**REDABAUGH, HAROLD**
Redabaugh Sings
KGHF Pueblo, Colo.

**REECE, ROY**
Tune Twisters
KTJS, Hobart, Okla.

**REED, ROBERT**
WNBK, Cleveland, O.

**RELMAN, HARVEY**
Stairway to the Stars
WRUF, Gainsville, Fla.

**RENAULT PAUL**
Prelude to Evening
WOAI, San Antonio, Tex.

**RENFRO, JUANITA**
Songfest
KXYZ, Houston, Tex.

**REVERE, ADRIAN**
NBC
"D & H Miners"

**REYNOLDS, BILL**
WHO, Des Moines, Ia.

**REYNOLDS JANIS**
Cowboy Ballads
WTWT, Stevens Point, Wis.

**REYNOLDS, JOBY**
Joby Reynolds Sings
WTTG, Washington, D. C.

**RICHARDS, WARREN**
Warren Richards Sings
WWNR, Beckley, . Va.

**RICHERSON, RAYMOND**
WTJS Jackson, Tenn.

**RICHMOND, BOB**
Melody Mart
WREN, Topeka, Kans.

**RILEY, DALE**
WLDY, Ladysmith, Wis.

**RIVERA, RAFAEL**
Serenata da Amor
WVJP, Caguas, P. R.

**ROACH JOHN**
Songs by John Roach
WBBO, Forest City, N. C.

**ROBERS BOB**
WLAQ, Rome, Ga.

**ROBERSON, ORLANDO**
Orlando Roberson Sings
WPTR, Albany, N. Y.

**ROBERTS, BARRY**
NBC
"Manhattan Merry-Go-Round"

**ROBERTSON JACKIE**
Jackie Robertson Sings
WBB, Burlington, N. C.

**ROBERTSON, JIM**
Texas Jim
ABC

**ROBOFSKY, ABRASHA (SGT.)**
NBC
"U. S. Army Air Force Band"

**ROCKET, DEWEY**
KIUP, Durango. Colo.

**ROCKY MOUNTAIN RANGERS**
WKEY, Covington, Va.

**RODRIGUEZ, AGUSTO**
Gus Rodriguez
KXIC, Iowa City, Ia.

**RODRIGUEZ, GILBERTO**
Tribuna Del Arte
WNEL, San Juan, P. R.

**ROGERO, STEVE**
WJVB, Jacksonville Beach, Fla.

**ROGERS AL**
WRFD, Worthington, O.

**ROGERS, BEVERLY**
WGVA, Geneva, N. Y.

**ROGERS, DAVE**
Dave & Geno
KSID, Sioux Falls, S. D

**ROGERS, JOHNNY**
Songs of Yesterday
WRAY Fargo, N. D.

## ROGERS, ROY

**Singing Cowboy, Radio, Movie and Recording Star; b. Cincinnati, O.; Roy Rogers Show (MBS).**

**ROMAY, LINA**
Dick Haymes Show
CBS

**ROSEMARY**
Dream Girl
KEX, Portland, Ore .

**ROSITA**
Prelude to Evening
WOAI, San Antonio, Tex.

**ROSS, LANNY**
MBS

**ROW CHUCK**
Dinner Bell
KSGM, Ste. Genevieve, Mo.

**ROWENA**
Ministrel Girl
WGAR, Cleveland, O.

**RUCKER, JOANNE**
WTND, Orangeburg, S. C.

**RUCKER, JOANNE**
Joanne Sings
WTND, Orangeburg S. C.

**RUTSAY, PHYLLIS**
Melody Hour
WMRO, Aurora, Ill.

**RYAN, ANN**
Morning Matinee, Easy Listening
WLW, Cincinnati, O.

**RYAN, ANN**
Video Varieties
WLW-T Cincinnati, O.

**RYAN, ANN**
NBC
Ann Ryan Sings, Circle Arrow Show

**RYAN, DENNIS**
NBC
"Manhattan Merry-Go-Round"

## —S—

**SABLON, JEAN**
NBC, CBS

**SAN JUAN PLAY BOYS**
KIUP, Durango, Colo.

**SANDS, LITA**
NBC
"Clevelandaires" "Do You Remember"

**SATISFIERS**
NBC
"Chesterfield Supper Club"

**SAUNDERS, JELLY**
Rhythm Rangers
KTIP, Porterville, Calif.

**SAWTELLE, GEORGE C.**
Restonic Time
WMC, Memphis, Tenn.

**SAYLOR, JEANNE**
Saylor Sisters
WIS, Columbia, S. C.

**SAYLOR WANDA**
Saylor Sisters
WIS, Columbia, S. C.

**SCHON, KENNETH**
NBC
"D & H Miners"

**SCHRAMEK, CARL**
Studio Reveries
WMBM, Miami Beach, Fla.

**SCHULTZ, ADOLPH**
Western Swing
KXYZ, Houston, Tex.

**SCOTT BYRON**
Remembering
WTMW, East St. Louis, Ill.

**SCOTT, FRANK**
Rendezvous With Romance
WEDO, McKeesport, Pa.

**SCOTT, PHYLLIS**
Songs by Scott
WKOX, Framingham, Mass.

**SCOTT, TOM**
Tom Scott American Troubador
CBS

**SEAGLE, JOHN**
NBC
"Voices Down the Wind"

**SEGAL, ROBERT**
NBC
"Eternal Light"

**THE SERENADE QUARTET**
KRHD, Duncan, Okla.

**SERENADERS**
Saturday Night Serenade

**SHAFFER, BOB**
WKNX, Saginaw, Mich

**SHAY, DOROTHY**
Spotlight Review
CBS

**SHANNON, MICKY**
Songs of Micky Shannon
KURV Edinburg, Tex.

**SHEEHAN, BILLY**
Songs At Sundown
WBBQ, Augusta, Ga.

**SHELTON, MARY**
At Home With Mary
WKTM, Mayfield, Ky.

**SHEPARD, RILEY**
NBC, CBS, WBT, WSM

**SHIELMAN, JUNE**
NBC
"Words and Music," "Design for Listening," "Musicana"

## SHORE, DINAH

**(Montgomery, Mrs. George); Singer, Actress; b. Winchester, Tenn.; March 1, 1917; ed. A BA, Vanderbilt Univ.; Columbia Records, Call for Music, Ford Show (CBS); Eddie Cantor Show (NBC).**

**SHOWERS JEAN**
Showers of Melody
WCED, Dubois, Pa.

**SHREVE, BOB**
Video Varieties
WLW-T, Cincinnati, O.

**SHREVE, BOB**
Morning Matinee, Easy Listening
WLW, Cincinnati, O.

**SIMMONS JULIE**
Songs You Love
WMRO, Aurora, Ill.

**SIMPSON, BILLY**
Songs For You
WPTR, Albany, N. Y.

**SIMS, EVELYN**
Music By Request
WTOC, Savannah, Ga.

**SIMS, SAM**
Songs For You
WFBM Indianapolis, Ind.

**SINATRA, FRANK**
Songs by Sinatra, CBS
Your Hit Parade, NBC

**SKINNER, PAUL**
Grenadiers
WTMJ-TV, Milwaukee, Wis.

**SKINNER, PAUL**
Grenadiers
WTMJ, Milwaukee Wis.

**SLIM, TENNESSEE**
WTPR, Paris, Tenn.

**SLOOTMAKER, HOWARD**
Singing Disc Jockey
WLAV, Grand Rapids, Mich.

**SMILEY, BETTE**
Gift Shop of the Air
WCAE, Pittsburgh, Pa.

**SMITH, BILL**
WDXI, Jackson, Tenn.

**SMITH, EVERIDGE**
Songs of Yesterday
KDTS, Paragould, Ark.

**SMITH, JACK**
Jack Smith Show
CBS

**SMITH, KATE**
Kate Smith Sings, CBS; Kate Smith Speaks, MBS

**SMITH, MARY, RUTH**
Song Time
WKAB, Mobile, Ala.

**SMYTHE, MARLIN**
KBYR, Anchorage, Alaska

**SNEAD, BILL**
Songs by Bill Snead
WKEY, Covington, Va.

**SNYDER, BOB**
Bob & Gene
WFBG, Altoona, Pa.

**SOLO, SAMMY**
WMGM

**SOSBIE, EDDIE**
Radio Rangers
KFAB, Omaha, Neb.

**SOUTHERN FIVE**
Sacred Songs
WERD, Atlanta, Ga.

**SOVA, BILL**
Rhythm Ranch
WILS, Lansing, Mich.

**SPANN, HELEN**
NBC
"Voices Down the Wind"

**SPEIGHT, MARIE**
WHKP, Hndersonville, N. C.

**SPITALNY, PHIL, ALL GIRL CHOIR**
Hour of Charm
CBS

**SPORTSMEN QUARTET**
NBC
Judy Canova Show

## STAFFORD, JO

**NBC**
**"Chesterfield Supper Club", The Jo Stafford Show (ABC).**

**STAHL, DEL**
Del Stahl Show
KWJJ, Portland, Ore.

**STANLEY QUARTETTE**
KMAE, McKinney, Tex.

**THE STARDUSTERS**
The Anchor Room
WCAP, Asbury Park, N. J.

**STARK, RAY**
Rambling With Ray
KISD, Sioux Falls, S. D.

**STARLIGHTERS**
NBC
Chesterfield Supper Club

**STARR, KAY**
Starring Kay Starr
ABC

**STATESMEN QUARTET**
WCON, Atlanta, Ga.

**STEBER, ELEANOR**
NBC
Voice of Firestone

## STEELE, TED

**The Ted Steele Show; WABD, New York, N. Y.**

**STEFFEN, ART**
Something in the Air
WHAM, Rochester, N. Y.

**STEVENS, ELOISE**
Jimmy Boyer & Eloise
WISH, Indianapolis, Ind.

**STEVENS, GARRY**
NBC
Chesterfield Supper Club

**STEVENS, GARRY**
WROW, Albany, N. Y.

**STEVENS, HERB**
Lee Kelton, Orchestra
WJAS, Pittsburgh, Pa.

**STEVENS, RISE**
Family Hour
CBS

**STEVENSON, DOROTHY GAIL**
Sacred Songs
WMRN, Marion, O.

**STEWART, GENE**
Pee Wee King Show
WAVE-TV, Louisville, Ky.

**STEWART, PENNY**
Western Shows
KHUM, Eurika, Calif.

**STIMSON, MARK**
Old Time Tune Time
WGAN, Portland, Me.

**STOVALL, BOB**
Tea Timers,
KOY, Phoenix, Ariz.

**STOTTS, BOB**
KMA, Shenandoah, Ia.

**STRENGTH, TEXAS BILL**
KLEE, Houston, Tex.

**STRIPLING, GENE**
Uncle Ned
WMAZ, Macon, Ga.

**STROUD, ED**
WRRF, Washington, N. C.

**STUART, MICKEY**
WWRL, New York, N. Y.

**STUBBS, EVERETTE**
Stubbs Strings
KSMI, Seminole, Okla.
**SUDER, PAT**
Pat Suder Sings
WBUX, Doylestown, Pa.
**SULLIVAN, DENNY**
Request Granted
WDOS, Oneonta, N. Y.
**SUNSHINE SUE**
Old Dominion Barn Danee
WRVA, Richmond, Va.
**SWAIN, HACK**
The Hack Swain Show
WSPB, Sarasota, Fla.
**SWANSON, BYRON**
KHQ, Spokane, Wash.
**SWEETLAND, LEE**
The Lee Sweetland Show
ABC

## —T—

**TANGEN, CLARA**
Clara Tangen Show
KDEC, Deeorah, Ia.
**TEEN AGERS**
WJNC, Jacksonville, N. C.
**TERRELL, DOROTHY**
Stairway to the Stars
WRUF, Gainesville, Fla.
**TIERNEY, WALSH**
Hometown, Music for Minors
WICY, Malone, N. Y.
**TILLER, MARTHA**
Music for You
WORZ, Orlando, Fla.
**TILLSTROM, BURR**
WBKB, Chicago, Ill.

**TILTON, MARTHA**
Vocalist; b. Corpus Christi, Tex.; Dick Haymes Show (CBS); Meet Me at Parky's (NBC); Your Hit Parade (NBC).

**TIRONA, BERT**
Purico Troubadours
KZMB, Manila, P. I.
**THALL, BILL**
NBC
"Circle Arrow Show"
**THOMAS, THOMAS L.**
NBC
"Manhattan Merry-Go-Round"
**THOMPSON, JOHNNY**
Johnny Thompson Sings
ABC
**THOMPSON, SHORTY**
Saddle Rockin' Rhythm
KWTO, Springfield, Ill.
**THORNE, LUCIA**
WHO, Des Moines, Ia.
**THORNTON, DICK**
Morning Melodies
KXYZ, Houston, Tex.
**TOBIN, PAT**
A Date With Pat
WDSU-TV, New Orleans, La.
**TORME, MEL**
NBC
**TRUAX, BUDDY**
Western Aces
WWSR, St. Albans, Vt.
**TREGO, WILMA**
WBEX, Chillicothe, O.
**TRISLER, MICKEY**
WTRF, Bellair, O.
**TROTTER, JOHN, MRS.**
KANE, New Iberia, La.
**TROXLER, LLOYD**
Songs by Lloyd Troxler
WSTP, Salisbury, N. C.
**TRUMAN, PAUL**
Presenting Paul Truman
KFEQ, St. Joseph, Mo.
**TURNER, DALLAS, COWBOY**
KCRG, Cedar Rapids, Ia.

## —U—

**UHLENHOPP, JACK**
Songs to Remember
WAUX, Waukesha, Wis.
**UNGER, JOE**
Fun at Home
KWPC, Museatine, Ia.
**UTZMAN, SARA ANN**
Songs by Sara
WHEW, Weston, W. Va.

## —V—

**VINCENT, SUNNY**
Among My Souvenirs
KRNO, San Bernardino, Calif.
**VOSS, ALEN**
Hymn Time
WCNC, Elizabeth City, N. C.

## —W—

**WAIN, BEA**
WMCA
**WALTERS, FRANCIS**
Bouquet of Melody
WDBJ, Roanoke, Va.
**WALTI, PAUL**
NBC
"Mad Masters"
**WARD, KEN**
Easy Aires
WTAM, Cleveland, O.
**WARNEL, JEANNE**
TV Journal
WNBW, Washington, D. C.
**WARREN, MARGE**
WGL, Fort Wayne, Ind.
**WEBSTER, JOE**
Anthony Avenue
WKY, Oklahoma City, Okla.
**WEED, BUDDY**
Buddy Weed Show
ABC
**WEISS, DICK**
Dick & Yvonne
KSB, Creston, Ia.
**WELCH, ALICE, HILDA, LUCILLE**
Restful Music
WBIG, Greensboro, N. C.
**WELLINGTON, DON**
Song Time
WKAB, Mobile, Ala.
**WELLS, JACK**
Polka Band
KFAB, Omaha, Neb.
**WENHOLD, GRACE**
WBUX, Doylestown, Pa.
**WEST, NADINE**
Nadine & Nydegger Sextet
KFBI, Wichita, Kans.
**WEST, WAYNE**
Breakfast, Song Weavers
WMBD, Peoria, Ill.
**WESTENAIRES**
Vocal Group
WAOV, Vincennes, Ind.
**WESTERN SONS**
KRNO, San Bernardino, Calif.
**WESTON, KRIS**
NBC
"Luneheon with Lopez"
**WHEATLEY, JOAN**
"Fred Waring Show"
NBC
**WHITAKER, ROBERT**
Speaking of Sports
WBEX, Chillicothe, O.
**WHITING, MAGARET**
Club 15,
CBS
Eddie Cantor Show
NBC
**WILCOX, PHYLLIS**
Songs for You
WFBM, Indianapolis, Ind.
**WILKINSON, LORRAINE**
Songs by Lorraine
KALL, Salt Lake City, Utah
**WILSON, GRACE**
WLS, Chicago, Ill.
**WILSON, SLIM**
Slim Wilson Show
KWTO, Springfield, Mo.
**WINSLOW, PATRICIA**
Tea Timers
KOY, Phoenix, Ariz.
**THE WONDERING FIVE**
Gospel Singers
WBEL, Beloit, Wis.
**WOOD, HELEN**
Spotlight Review
WWOD, Lynchburg, Va.
**WOOD, KATHRYN**
Kathryn Wood Show
WGH, Newport News, Va.
**WOOD, TOMMY**
Breakfast at 8
WIKY, Evansville, Ind.
**WOODEN, STEVE**
KMA, Shenandoah, Ia.
**WOODRING, DICK**
WTAN, Clearwater, Fla.
**WRIGHT, NANCY**
Morning Matinee,
Easy Listening
WLW, Cincinnati, O.
**WRIGHT, NANCY**
Danee Time
WLW-TV, Cincinnati, O.
**WRIGHT, NANCY**
Saturday Night Serenade
WEKR, Fayetteville, Tenn.
**WRIGHT, WILLIAM**
NBC
"Voiees Down the Wind"
**WRIGHT, JACK**
Jack Wright Sings
KMAE, McKinney, Tex.
**WYATT, BILL**
Song by Bill Wyatt
WIOD, Miami, Fla.
**WYMAN, ALICE**
WFBC, Greenville, S. C.

## —Y—

**YATES, GLORIA**
WBKB, Chieago, Ill.
**YOUNG, BOB**
Bob Young Show
KOIN, Portland, O.
**YOUNG, EVE**
NBC
"Story Shop"
"Honeymoon in New York"
**YOUNG, WILLIARD**
NBC
"D & H Miners"

## —Z—

**ZANETIS, ALEXANDER**
Midday Musical
WVLN, Olney, Ill.
**ZEIDMAN, IRVING**
Irving Sings
KNOE, Monroe, La.

# HARRY WISMER

## Broadcasting the Nation's Top Sporting Events

Sports Director of American Broadcasting Company

# Sports Commentators
## *(RADIO AND TELEVISION)*
## —their work during 1948

### —A—

**ACKERLEY, EUGENE A.**
KID, Idaho Falls, Ida.
**ADAMS, CASWELL**
WCBS-TV, New York, N. Y.
**ADAMS, FRANK**
WNHC, New Haven, Conn.
**AGNEW, THEODORE J.**
Sportsbook, Sportscope
KUBC, Montrose, Colo.
**ALDEN, JERRY**
Sports Pictures
WSNJ, Bridgeton, N. J.
**ALDRIDGE, MAHLON**
KFRU, Columbia, Mo.
**ALLAIN, ORREN**
WKAN, Kankakee, Ill.
**ALLBRIGHT, NAT M.**
WEAM, Arlington, Va.
**ALLEN, BILL**
Sport Spotlight
WHIN, Gallatin, Tenn.
**ALLEN, BOYD**
Sports In Review
KROY, Sacramento, Cal.
**ALLEN, GORDON**
KYAK, Yakima, Wash.
**ALLEN, MEL**
WABD, New York, N. Y.
**ALLEN, MEL**
WCBS-TV, New York, N. Y.

**ALLEN, MEL**
b. Birmingham, Ala., Feb. 14, 1913; U. of Ala., AB, LL.B., Columbia U.; World Series; Major League All-Star Football Championship Game; All-America Conference Sugar Bowl Game; CBS Football TV; N. Y. Yankees Baseball & Football Games; Boxing & Basketball Games (CBS-TV); Rose Bowl Game (CBS).

**ALLEN, TOM**
KWBC, Fort Worth, Tex.
**ALLINGER, RALPH**
Today In Sports
WFAS, White Plains, N. Y.
**ALLMAN, ROBERT**
KYW, Philadelphia, Pa.
**ALTMAN, DICK**
KLEE-TV, Houston, Tex.
**AMBROSE, JOHN V.**
Speaking of Sports
WTAG, Worcester, Mass.
**ANDERSON, ALLEN**
WASA, Havre de Grace, Md.
**ANDERSON, BOB**
WAZF, Yazoo City, Miss.
**ANDERSON, DALE**
KUOA, Siloam Springs, Ark.
**ANDERSON, DICK**
Dick's On At Six
WEOA, Evansville, Ind.
**ANDERSON, DOUGLAS**
KDIX, Dickinson, N. D.
**ANDERSON, HARRY**
WSIV, Pekin, Ill.
**ANDRES, JOE**
Sports News
WMAW, Milwaukee, Wis.
**ANDREWS, RALPH**
WAUX, Waukesha, Wis.
**APPY, JERRY**
KXXX, Colby, Kans.
**ARMSTRONG, WILLIAM**
Sports News & Views
WOMI, Owensboro, Ky.
**ARNOLD, FULTON**
WTTM, Trenton, N. J.
**ARNOLD, TED**
Sports Roundup
WHTN, Huntington, W. Va.
**ARO, SAM**
WROD, Daytona Beach, Fla.
**ARTHUR, FRANK**
Sports Report
KSAN, San Francisco, Cal.
**ASH, KEN**
Sports Quiz
WHAV, Haverhill, Mass.
**AUSLEY, WALLY**
Speaking of Sports
WSSB, Durham, N. C.
**AXTELL, NANCY**
Bowling with Nancy
WMBM, Miami Beach, Fla.

### —B—

**BABB, HUGH**
WLAW, Lawrence, Mass.
**BACHRACH, TOM**
KDHL, Fairbault, Minn.
**BAGLI, GUY**
Sol's Sports Slants
WDAE, Tampa, Fla.
**BAILES, H. C.**
KSAM, Huntsville, Tex.
**BAILY, CHARLES**
Sports Roundup, Sports In Brief
WHBU, Anderson, Ind.
**BAILEY, CHARLEY**
WEBR, Buffalo, N. Y.
**BAILEY, SPUD**
Sports Roundup, Football Scoreboard
KVN, Logan, Utah
**BAIRD, NEIL**
KFFA, Helena, Ark.
**BAKER, NELSON**
Sports Page of the Air
WFBR, Baltimore, Md.
**BAKER, RAY**
Spotlight On Sports
WVIN, Olney, Ill.
**BALDING, CHUCK**
Sports Whirl
WOAY, Oak Hill, W. Va.
**BALDRICA, MERV**
Sports From the Sidelines
WMIQ, Iron Mountain, Mich.
**BALDWIN, KEN**
WKRT, Cortland, N. Y.
**BALKCUM, VASSIE G.**
Sports Parade
WGBR, Goldsboro, N. C.
**BALTER, SAM**
KLAC-TV, Hollywood, Cal.
**BALTER, SAM**
KLAC, Los Angeles, Cal.
**BARBER, RED**
WMGM, New York, N. Y.
**BARBER, RED**
Red Barber's Club House, The Catbird Seat, Football Roundup
CBS, WHN, N. Y.
**BARBER, RED**
WCBS-TV, New York, N. Y.
**BARFIELD, HARRY**
WAYS, Charlotte, N. C.
**BARKER, EDDIE**
KMAC, San Antonio, Tex.
**BARKLEY, PETE**
Radio Sports Page
KGNO, Dodge City, Kans.
**BARRETT, WILLIAM R.**
Sports Lines
WJLS, Beckley, W. Va.
**BARRY, JACK**
Atlantic Football
WHEC, Rochester, N. Y.
**BARRY, JOSH**
Let's Talk Sports
WFTL, Ft. Lauderdale, Fla.
**BARTOLOMEI, HARRY**
KWBR, Oakland, Cal.
**BARTON, CHARLES**
WHLD, Niagara Falls, N. Y.
**BASEL, MEL**
WEVD, New York, N. Y.
**BATES, BILL**
Sports Review
WTWA, Thomson, Ga.
**BATES, OLIN**
WGAA, Cedartown, Ga.
**BATSON, GAY**
Outdoors In La.
WDSU-TV, New Orleans, La.
**BAUMAN, BRUCE**
Sports Roundup
WKAP, Allentown, Pa.
**BAXTER, GORDON**
KPAC, Port Arthur, Tex.
**BAXTER, HOWARD**
Scoreboard
KGFW, Kearney, Neb.
**BEATTY, ROSS**
Sports Pages
WELM, Elmira, N. Y.
**BECHTEL, JAY**
Sportsmans Corner
WTBO, Cumberland, Md.
**BEDELL, FORREST**
Sports Parade
WFRC, Reidsville, N. C.
**BEHRENS, RALPH**
Local Sports
WMID, Atlantic City, N. J.
**BELANGER, GILL**
Berkshire Sportsman
WMNB, North Adams, Mass.
**BELCHER, ROD**
Echoes from the Grandstand
KMO, Tacoma, Wash.
**BELDING, LEE**
KXLO, Lewistown, Mont.
**BELL, JOHNNY**
WCMA, Corinth, Miss.
**BELL, TED**
KRSC, Seattle, Wash.
**BELL, TED**
KRSC-TV, Seattle, Wash.
**BELLINGER, STEVE**
WTCJ, Tell City, Ind.
**BENAC, HANK**
Speaking of Sports
WWSC, Glens Falls, N. Y.
**BENDER, BOB**
Bob Bender Sports
WGY, Schenectady, N. Y.
**BENDER, BOB**
WRGB, Schenectady, N. Y.
**BENDER, TOM**
WCMB, Lemoyne, Pa.

**BENNET, KAY**
KFJB, Marshalltown, Iowa
**BENNETT, ELDEAN**
Sports Review
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**BENNETT, THURSTON**
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Sports News & Interviews
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WRAK, Williamsport, Pa.
**BETTERS, MITCHELL C.**
WTHT, Hartford, Conn.
**BEUTEL, BOB**
Sports Grandstand, Jai Alai Reporter
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The Human Side Of Sports
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**BITTERMAN, JACK**
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Sports Director
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WIBK, Knoxville, Tenn.
**BLACK, JIM**
KCBD, Lubbock, Tex.
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KFRE, Fresno, Cal.
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WGAD, Gadsden, Ala.
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CKAC, Montreal, Que.
**BLAKE, LARRY**
Sports Battle
KEYS, Corpus Christi, Tex.
**BLOOM, MARVIN**
WCED, Dubois, Pa.
**BLUE, LRA**
Adventure In Sports
KGO, San Francisco, Cal.
**BLUM, BOB**
Sports Parade
KICO, Calexico, Cal.
**BLUM, LARRY**
Sports Page
WMAK, Nashville, Tenn.
**BOEHM, PAUL**
Tonight's Sports
WGPA, Bethlehem, Pa.
**BOGGS, OTIS**
Speaking of Sports
WRUF, Gainesville, Fla.
**BOLAND, CHARLIE**
KRLD, Dallas, Tex.
**BOLAND, JOE**
WCFL, Chicago, Ill.

**BOLAND, JOE**
Boland On Sports
WSBT, South Bend, Ind.
**BONASSO, RUSSELL**
WBLK, Clarksburg, W. Va.
**BONER, LEE**
KAWT, Douglas, Ariz.
**BONIN, DONALD**
Sports Review, Football Finals
KANE, New Iberia, La.
**BONSON, WALT**
KBLF, Red Bluff, Cal.
**BOSNICK, DAN**
WLCS, Baton Rouge, La.
**BOSTIC, TOM**
Sports Extra
KIMA, Yakima, Wash.
**BOWERS, FRANK**
KGTL, Kannapolis, N. C.
**BOWMAN, ROY J.**
KGFF, Shawnee, Okla.
**BOX, VES**
KRLD, Dallas, Tex.
**BOYD, DON**
World of Sports
WCLO, Janesville, Wis.
**BOYER, JOHN F.**
Johnny Boyer Sports
KDKA, Pittsburgh, Pa.
**BRACHER, BERNIE**
Sport Slants
KSO, Des Moines, Iowa
**BRACHER, BERNIE**
WAVE-TV, Louisville, Ky.
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Sports Journal
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**BRAY, DICK**
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WSAI, Cincinnati, O.
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Sports Report, Dugout Doings
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**BRENARD, GEORGE**
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WLIP, Kenosha, Wis.
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KWHI, Brenham, Tex.
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Sunday Morning Quarterback
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Sports by Bresmer
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Cavalcade of Sports
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Sports Briefs, Sports Camera, Sports Final
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WLBF, Leesburg, Fla.
**BROUGHAM, ROYAL**
KOMO, Seattle, Wash.
**BROWN, A. B.**
Sports Review
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**BROWN, BILL**
Time Out For Sports
WIKK, Erie, Pa.
**BROWN, BILL**
Sports Journal
WSTP, Salisbury, N. C.
**BROWN, BILL**
Sports Parade
WBTA, Batavia, N. Y.
**BROWN, ED**
Sports Parade
WJJJ, Montgomery, Ala.
**BROWN, GLENN**
Batting 600
KTBB, Tyler, Tex.
**BROWN, PEN**
Sports Parade
WLEU, Erie, Pa.
**BROWNE, HALBERT**
WOLS, Florence, S. C.
**BROWNELL, JIM**
WTAN, Clearwater, Fla.
**BROYLES, MARVIN**
KCOR, San Antonio, Tex.
**BRUNDIGE, BILL**
WOIC, Washington, D. C.
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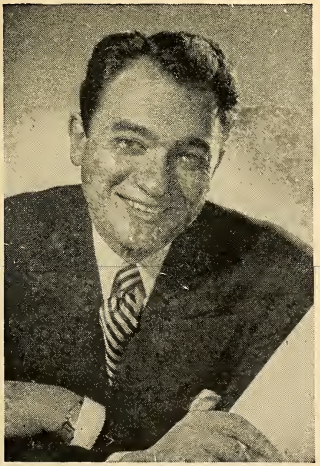
WTTG, Washington, D. C.
**BUCHANAN, BRUCE**
Candid Pictures of the World of Sports
WMFD, Wilmington, N. C.
**BUCHANAN, DEAN**
KCSU, Provo, Utah
**BUCKLEY, DICK**
Sportsman, Sportsworld
WANE, Fort Wayne, Ind.
**BUCKNUM, JOHN G.**
Sports Parade
KBUC, Corona, Cal.
**BUECHLER, JACK**
Sports World
WEXT, Milwaukee, Wis.
**BULLER, RICHARD**
Sports Parade
WKMH, Dearborn, Mich.
**BULLOCK, JACK**
Sports Page
KTIP, Porterville, Cal.
**BURGMAN, HORST**
Sports Spotlight, Sports Nitecap
KBOW, Butte, Mont.
**BURK, SAM A.**
KIRX, Kirksville, Md.
**BURNS, ROGER**
Sports Review
WBEL, Beloit, Wis.
**BURT, JIM**
Down Sports Trail
KELO, Sioux Falls, S. D.

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Pigskin Picks
WLOX, Biloxi, Miss.
**BYRNE, HARRY**
Sports Extra
KTLN, Denver, Colo.

## —C—

**CAHILL, ED**
Cahill on Sports
WLYN, Lynn, Mass.
**CAIN, DOYLE**
KFXD, Nampa, Ida.
**CAMACHO, JOSE R.**
WKAQ, San Juan, P. R.
**CAMPBELL, BILL**
WCAU-TV, Philadelphia, Pa.
**CAMPBELL, CLAUDE N.**
WCLA, Baton Rouge, La.
**CAMPBELL, NEENIE**
WMCK, McKeesport, Pa.
**CAMPOFREDA, NICK**
WBAL-TV, Baltimore, Md.
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WNEL, San Juan, P. R.
**CANAVAN, BOB**
Mitchell's Sportscaster
KROD, El Paso, Tex.
**CAPOSELLA, FRED**
WCBS-TV, New York, N. Y.
**CARAY, HARRY**
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KXOK, St. Louis, Mo.
**CARMICHAEL, LES**
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KWDM, Des Moines, Iowa
**CARNEGIE, TOM**
WIRE, Indianapolis, Ind.
**CARPENTER, BILL**
WOKO, Albany, N. Y.
**CARPENTER, JOHNNY**
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**CARR, E. E.**
KWOC, Poplar Bluff, Mo.
**CARROLL, HARRY**
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WLTC, Gastonia, N. C.
**CARSON, TOM**
WKBS, Muskegon, Mich.
**CARSON, THOMAS**
WKZO, Kalamazoo, Mich.
**CARSWELL, TOM**
World of Sports
WORZ, Orlando, Fla.
**CARTER, CAL**
Sports Whirl, Pigskin Preview, Sports Round-Up
KAMD, Camden, Ark.
**CARTER, JACK**
KSEO, Durant, Okla.
**CASE, FRANK**
Sportscope
KWOC, Poplar Bluff, Mo.
**CASE, JACK**
Morning & Evening Sports Roundup
WWNY, Watertown, N. Y.
**CASE, KEN**
Sportfolio
KTBS, Shreveport, La.
**CAVANAUGH, JOE**
Sport Scene
WARD, Johnstown, Pa.
**CECIL, HERMAN**
KCMC, Texarkana, Tex.-Ark.
**CHAMBERLIN, GEORGE**
Sportscast
WMBM, Miami Beach, Fla.
**CHAMBERS, JIM**
Sports Review
WHOL, Allentown, Pa.
**CHAPMAN, ELBERT**
News of Sports
KGIW, Alamosa, Col.
**CHARLES, RAY**
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WHIT, New Bern, N. C.
**CHARVATT, JACK**
Jack Charvatt's Sports
KRUL, Tulsa, Okla.
**CHASE, BRANDON**
WNLC, New London, Conn.
**CHASE, DON**
WCIL, Carbondale, Ill.
**CHEDWICK, CRAIG**
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WHOD, Homestead, Pa.
**CHESSER, ALEX**
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KITE, San Antonio, Tex.
**CHRISTIAN, CHARLES**
Sports Review
WHAL, Shelbyville, Tenn.
**CHRISTY, ED**
KRAI, Craig, Colo.
**CHRYSTIE, BOB**
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WHOS, Decatur, Ala.
**CHRISTIE, GEORGE**
WFEA, Manchester, N. H.
**CLARK, BUD**
KBRC, Mount Vernon, Wash.
**CLARK, LARRY**
Sports Flash
WTMJ, Milwaukee, Wis.
**CLARK, LARRY**
WTMJ-TV, Milwaukee, Wis.
**CLARKE, HERB**
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WLOE, Leaksville, N. C.
**CLAUSSEN, GLEN**
KXIC, Iowa City, Iowa
**CLAYTON, TOM**
WLLH, Lowell, Mass.
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WRTA, Altoona, Pa.
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KRDO, Colorado Springs, Colo.
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Your Sports Story
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Sports Dial
KRKD, Los Angeles, Cal.
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Close Up In Sports
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WRHI, Rock Hill, S. C.
**COBURN, PAUL**
Score Parade
KLO, Ogden, Utah
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KIXL, Dallas, Tex.
**COGGINS, JIMMY**
WAIM, Anderson, S. C.
**COLLINS, BILL**
At Bat
KTAN, Sherman, Tex.
**COLLINS, JOE**
KAVE, Carlsbad, N. Mex.
**COLLINS, JUD**
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**COLON, JACK**
KIST, Santa Barbara, Cal.
**COLSTEN, CLAUDE**
KTMC, McAlester, Okla.
**CONNER, BILL**
Standard Oil News-Sports
WEBC, Duluth, Minn.
**CONNIRS, JOE**
WKRZ, Oil City, Pa.
**CONRAD, STEVE**
WDUZ, Green Bay, Wis.
**CONROY, BILL**
Northern N. Y. Sports
WICY, Malone, N. Y.
**COOGAN, JAMES**
Salute To Sports
WMAJ, State College, Pa.
**COOK, SID**
WAGM, Presque Isle, Me.
**COOK, STAN**
Spotlight On Sports
WHDF, Houghton, Mich.
**COOVERT, JAMES W.**
Sportspage
WMFT, Florence, Ala.
**CORBIN, PAUL**
KIEM, Eureka, Cal.
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WTIK, Durham, N. C.
**CORNISH, BUD**
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WGAN, Portland, Me.
**CORUM, BILL**
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**COUPPEE, AL**
KRNT, Des Moines, Iowa
**COWAN, DICK**
Fishing & Hunting Tips
KWIL, Albany, Ore.
**COWELL, ED**
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WJHL, Johnson City, Tenn.
**CRABLE, BILL**
Football Warm-up
WHHM, Memphis, Tenn.
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**CRAGO, DICK**
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WCBI, Columbus, Miss.
**CRANE, ED**
KMVI, Wailuku, Maui, T. H.
**CREAGER, MACK**
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WAGF, Dothan, Ala.
**CRIPE, DON**
WKMO, Kokomo, Ind.
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WMAZ, Macon, Ga.
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WRFW, Eau Claire, Wis.
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**CULVER, J. P.**
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WDIG, Dothan, Ala.
**CUMMINS, JACK**
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**CUMMINS, RAY**
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WMBL, Morehead City, N. C.
**CUMMINS, TAIT**
WMT, Cedar Rapids, Iowa

**CUMMISKEY, JOE**
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**CURRIE, BILL**
WHPE, High Point, N. C.
**CUSICK, FRED**
WVOM, Boston, Mass.

## —D—

**DAGG, BILL**
Today in Sports
WNOW, York, Pa.
**DAHL, DON**
On The Sidelines
KDAL, Duluth, Minn.
**DAHLBERG, JERRY**
Accent on Local Sports
KROX, Crookston, Minn.
**DAHLVIG, JOE**
WLDY, Ladysmith, Wis.
**DAIGER, FRED**
WXKW, Albany, N. Y.
**DAISLEY, TOM**
WNOK, Columbia, S. C.
**DARDANO, NICK**
WKAL, Rome-Utica, N. Y.
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KRUZ, Santa Cruz, Cal.
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WBLJ, Dalton, Ga.
**DAVIS, BOB**
KOLN, Lincoln, Neb.
**DAVIS, GEOFF**
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WINS, New York, N. Y.
**DAVIS, LEN**
Davis Sportscast
WKBV, Richmond, Ind.
**DAVIS, LES**
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WNAX, Yankton, S. D.
**DAVIS, NORMAN**
Sportlight
WRUF, Gainesville, Fla.
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WBKB, Chicago, Ill.
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**DAWSON, BUD**
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**de CARLO, GUY**
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**DE FOREST, ED**
Inside Sports
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KROF, Abbeville, La.
**DEINES, NAY**
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KMMJ, Grand Island, Neb.
**DELANEY, BOB**
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WJNO, West Palm Beach, Fla.
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WAPA, San Juan, P. R.
**DELMONT, JIMMY**
Spotlights of the Day
KATE, Albert Lea, Minn.
**DERR, JOHN**
Olympics Games, Saturday Sports Review
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WMGM, New York, N. Y.
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WERC, Erie, Pa.
**DEY, BILL**
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**DIEHL, BILL**
Diehl-Sports
WGH, Newport News, Va.
**DIETRICH, BILL**
WGRC, Louisville, Ky.
**DIHLMAN, HANK**
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KROS, Clinton, Iowa
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**DITTERED, ED**
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KRIC, Beaumont, Tex.
**DIX, JACK**
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WFOR, Hattiesburg, Miss.
**DIXON, MASON**
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KICD, Spencer, Iowa
**DIXON, RANDY**
WTEL, Philadelphia, Pa.
**DOBSON, GEORGE**
KTFS, Texarkana, Tex.
**DOGGETT, JERRY**
WRR, Dallas, Tex.
**DOLE, BILL**
Speaking of Sports
WWNF, Fayetteville, N. C.
**DONAHOO, DEL**
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KBIZ, Ottumwa, Iowa
**DONAHUE, DOUGLAS**
WTND, Orangeburg, S. C.
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WNBW, Washington, D. C.
**DOUGLAS, STEVE**
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KTAR, Phoenix, Ariz.
**DUCKETT, CARL E.**
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**DUDLEY, JIMMY**
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**DUFFY, JOHN**
KALL, Salt Lake City, Utah
**DUFFY, FRED**
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KAUS, Austin, Minn.
**DUGGAN, TOM**
Sports Review
KEEN, San Jose, Cal.
**DUGGER, RONNIE**
Texas Roundup-Sports
KTBC, Austin, Tex.
**DUKEHART, TOMMY**
Scholastic Scrapbook
WFBR, Baltimore, Md.
**DULANE, CHUCK**
Sports Circus
WGAY, Silver Spring, Md.
**DUNAWAY, JAMES C.**
Sports News
WLBB, Carrollton, Ga.
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KTOP, Topeka, Kans.
**DUNBAR, WALTER**
Time For Sports
WBET, Brockton, Mass.
**DUNCAN, JIM**
Parade of Sports
WEBQ, Harrisburg, Ill.
**DUNN, GREG**
WEMP, Milwaukee, Wis.
**DUNPHY, DON**
**WMGM, New York, N. Y.; Cavalcade of Sports, ABC; Don Dunphy Show.**
**DYER, BILL**
WITH, Baltimore, Md.

## —E—

**EARL, GLENN**
Sports Roundup
KPBX, Beaumont, Tex.
**EDDINFIELD, SGT.**
Army Sports Show
WJLD, Bessemer, Ala.
**EDGE, BOB**
WCBS-TV, New York, N. Y.
**EDGREN, BOB**
Sports Roundup
WTAG, Worcester, Mass
**EDWARDS, BILL**
Sports Spotlight
WMAN, Mansfield, O.
**EDWARDS, IRV**
Sports Edition
WONS, Hartford, Conn.
**EGGLESTON, BILL**
WSWN, Belle Glade, Fla.
**ELDER, DON**
WMAQ, Chicago, Ill.
**ELDERKIN, PHIL**
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WKOX, Framingham, Mass.
**ELGIN, JACK**
KENT, Shreveport, La.
**ELLIOT, DICK**
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WCFL, Chicago, Ill.
**ELLIOT, WIN**
WCBS-TV, New York, N. Y.
**ELLIOTT, BILL**
KERO, Bakersfield, Cal.
**ELLIS, STEVE**
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**ELLIS, STEVE**
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WMCA, New York, N. Y.
**ELLIS, WALT**
WLBH, Mattoon, Ill.
**ELMER, ROBERT P., Jr.**
WMAR-TV, Baltimore, Md.
**ELROD, BOB**
WEOA, Evansville, Ind.
**ELSON, BOB**
WJJD, Chicago, Ill.
**ELSTON, BOB**
KXEL, Waterloo, Iowa
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**ENGELHARDT, WALLY**
KVFD, Fort Dodge, Iowa
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WLOL, Minneapolis, Minn.
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KNPT, Newport, Ore.
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Morning Sports Roundup
WKAX, Birmingham, Ala.
**ERICKSON, ROLF M.**
WREX, Duluth, Minn.
**ERRICO, MIKE**
Sports Roundup
WNLK, Norwalk, Conn.
**ERWIN, EDWARD**
WVJS, Owensboro, Ky.
**ERWIN, GEORGE**
KFJZ, Fort Worth, Tex.
**EUBANKS, BLAIR**
Coca Cola Sports Revue
WTAR, Norfolk, Va.
**EVANS, BOB**
WSPD-TV, Toledo, Ohio
**EVANS, JOE**
Sports Edition
KWPM, West Plains, Mo.
**EVANS, JONES**
Top Of The Sports
WBAX, Wilkes-Barre, Pa.

## —F—

**FAIRBURN, TED**
Sports Reel
WLDS, Jacksonville, Ill.
**FALKENSTEIN, MAX**
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**FALLON, FRANK**
WMEX, Boston, Mass.
**FALLON, FRANK**
Headline Sports
KITE, San Antonio, Tex.
**FANTASIA, NICK**
Sports Preview, Sports Review
WHAR, Clarksburg, W. Va.
**FARRELL, MAURY**
WAPI, Birmingham, Ala.
**FARRINGTON, FRANK**
KFAM, St. Cloud, Minn.
**FAULCONER, J. B.**
Sports Page
WLAP, Lexington, Ky.
**FAULDER, GEORGE**
Sportspecial
WMPS, Memphis, Tenn.
**FEAGANS, ERNIE**
BC Sports Review, Sports Finals
WDOD, Chattanooga, Tenn.
**FELFER, AL**
WLW, Cincinnati, O.
**FENNELL, A. B.**
Sports Page
WCOS, Columbia, S. C.
**FENNO, RALPH**
Ralph Fenno on Sports, Batter Up, Fish and Club of the Air
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**FERGUSON, HUGH**
WCAU-TV, Philadelphia, Pa.
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El Deporte Al Dia
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KBYE, Oklahoma City, Okla.
**FINNERTY, HUGH**
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WEDO, McKeesport, Pa.
**FISCHER, STEVE**
Fight Night
KRES, St. Joseph, Mo.
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**FISHER, JERRY**
KRIO, McAllen, Tex.
**FITZ, STEVE**
WSNY, Schenectady, N. Y.
**FITZPATRICK, JACK**
KFEL Sportscast
KFEL, Denver, Colo.
**FLANAGAN, PAT**
KOOL, Phoenix, Ariz.
**FLECEY, JERRY**
WAGM, Presque Isle, Me.
**FLEISCHMAN, SOL J.**
Sol's Sports Slants
WDAE, Tampa, Fla.
**FLEMING, JACK**
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WAJR, Morgantown, W. Va.
**FLUEGAL, CRES**
Sports Scrapbook
WWXL, Peoria, Ill.
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WLAW, Lawrence, Mass.
**FLYNN, TONY**
WDBC, Escanaba, Mich.
**FORNEY, JOHN**
WAPI, Birmingham, Ala.
**FORREST, LEW**
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WGAU, Athens, Ga.
**FORSYTHE, SLIM**
WEEB, Southern Pines, N. C.
**FORTE, R. A.**
KMAE, McKinney, Tex.
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Bob Foust's Sports Page
KYA, San Francisco, Cal.
**FOWLER, BILL**
Sports Time
WBAT, Marion, Ind.
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Pigskin Parade
WNGO, Mayfield, Ky.
**FRANKLIN, ORVIN**
KRRV, Sherman-Denison, Tex.

**FRAZIER, HAL**
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WMVA, Martinsville, Va.
**FRENCH, CHARLES**
WWNR, Beckley, W. Va.
**FRENCH, JACK**
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**FRITZ, DON**
WHKC, Columbus, Ohio
**FROG, DAVE**
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**FULLER, JOE**
Hilites in the World of Sports
WHSC, Hartsville, S. C.
**FULTON, ROBERT**
KXLR, No. Little Rock, Ark.

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**GAINES, RUBEN**
The Sportscope
KTKN, Ketchikan, Alaska
**GAMMICK, JOHN J.**
Sports Corral
KELK, Elko, Nev.
**GANNON, MIKE**
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WIS, Columbia, S. C.
**GANT, WAYNE**
Grant In Sports
KFGO, Fargo, N. D.
**GARDNER, TOM**
WKBN, Youngstown, O.
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WJW, Cleveland, O.
**GARRISON, JOHN**
WFUN, Huntsville, Ala.
**GARRISON, VAN**
What's New In Sports
KBUR, Burlington, Iowa
**GARRITY, VINCE**
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**GATES, HILLIARD**
Gatesway to Sports
WKJG, Fort Wayne, Ind.
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WFBG, Altoona, Pa.
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WVCG, Coral Gables, Fla.
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WWCO, Waterbury, Conn.
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WJBK, Detroit, Mich.
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WJBK-TV, Detroit, Mich.
**GEORGE, LEE**
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WHAN, Charleston, S. C.
**GIBBONS, JAMES**
Arrow Sports
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Game of the Week, ABC
**GIBBS, RONALD**
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WTAX, Springfield, Ill.
**GIBSON, JACK**
Sports Roundup
KWTC, Barstow, Cal.
**GILLESPIE, EARL**
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WJPG, Green Bay, Wis.
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WGCD, Chester, S. C.
**GISMONDI, JIMMY**
WMBS, Uniontown, Pa.
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WMGM, New York, N. Y.
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WHK, Cleveland, O.
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KFIZ, Fond Du Lac, Wisc.
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KRLP, Moscow, Ida.
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KRES, St. Joseph, Mo.
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KELD, El Dorado, Ark.
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KTHT, Houston, Tex.
**GOVE, CLIFF**
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WLAM, Lewiston, Me.
**GOWDY, CURT**
Sports by Gowdy
KOCY, Oklahoma City, Okla.
**GRAHAM, WALTER**
WBML, Macon, Ga.
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WSSV, Petersburg, Va.
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KFDX, Wichita Falls, Tex.
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WADB, Akron, O.
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WARM, Scranton, Pa.
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Sports Folio
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WJTN, Jamestown, N. Y.
**GUNDAKER, ED**
WHP, Harrisburg, Pa.
**GUNTHRUP, GERALD**
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WDOS, Oneonta, N. Y.
**GUY, WILLIAM H.**
KENO, Las Vegas, Nev.

## — H —

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Sports Review
KSCO, Santa Cruz, Calif.
**HACKETT, JIM**
Bux-Mont Sports Page
WBUX, Doylestown, Pa.
**HADLEY, BUMP**
WBZ-WBZA, Boston-Springfield, Mass.
**HADLEY, BUMP**
Bump Hadley Pitching
WBZ-TV, Boston, Mass.
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Play-by-Play
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Sports Column
WTSP, St. Petersburg, Fla.
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Time Out for Sports
WCCO, Minneapolis, Minn.
**HALL, RUSS**
KLIF, Dallas, Tex.
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Today in Sports
WLEX, Lexington, Ky.
**HALPERN, WILLIAM S.**
WLBR, Lebanon, Pa.
**HAMILTON, KEN**
WEBQ, Harrisburg, Pa.
**HANDLEY, LEE**
WMCK, McKeesport, Pa.
**HANNAH, JIM**
Spotlight on Sports
WBCK, Battle Creek, Mich.
**HANSEN, CARROLL**
Looking 'Em Over
KQW, San Jose, Calif.
**HANSON, ED.**
Sports Huddle
WFHR, Wisconsin Rapids, Wis.
**HARBIN, CHARLES**
Today's Sport
Montgomery, Ala.
**HARBRY, HENRY**
Along the Sports Trail
KFBI, Wichita, Kans.
**HARMON, KEN**
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WKLA, Ludington, Mich.
**HARMON, ROY LEE**
WWNR, Beckley, W. Va.
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KSFT, Trinidad, Colo.
**HARMON, TOM**
Here Comes Harmon
KFI, Los Angeles, Calif.
**HARMON, TOMMY**
"Jimmy Durante Show," NBC
**HARMON, TOM**
Harmony Huddle
KIEV, Glendale, Calif.
**HARMON, TOM**
Hoffman Huddle
KFI-TV, Los Angeles, Calif.
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Sports Review, Football
WLAN, Lancaster, Pa.
**HARP, RONALD**
WALT, Tampa, Fla.
**HARPRING, JAMES**
WPFB, Middletown, O.
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KVOP, Plainsview, Tex.
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WHNC, Henderson, N. C.
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**HART, BOB**
KPLC, Lake Charles, Pa.
**HARTMAN, ROME**
Sportscope
WIRK, W. Palm Beach, Fla.
**HARVEY TOM**
WVCH, Chester, Pa.
**HARVILLE, CHARLES**
Sports Parade
WLPO, La Salle, Ill.
**HASEL, JOE**
Joe Hasel Sports Show; American Sports Page; Chesterfield Sports Show; Professional Football — N. Y. Giants (ABC).
**HATCH, JACK**
Sportsman
KWEI, Weiser, Ida.
**HATCH, JIM**
WKNE, Keene, N. H.
**HATHORN, ROGER**
KWSL, Lake Charles, La.
**HATTER, WALLY**
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KGB, San Diego, Calif.
**HAWKINS, JACK**
KIUN, Pecos, Tex.
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WSGN, Birmingham, Ala.
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KVOA, Tuscon, Ariz.
**HAYES, PAT**
KIRO, Seattle, Wash.
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WKIP, Poughkeepsie, WGNY, Newburgh, N. Y.
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WBRK, Pittsfield, Mass.
**HEATH, HAROLD**
WOC, Davenport, Ia.
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**HEILBRONER, LEWIS**
Sports Parade
WCPS, Tarboro, N. C.
**HEISS, BOB**
Sports Flash
WTMJ, Milwaukee, Wis.
**HEISS, BOB**
WTMJ-TV, Milwaukee, Wis.
**HELFER, AL**
WLW-T, Cincinnati, O.
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Sports Memories
WGGG, Gainesville, Fla.
**HEMMINGWAY, NORMAN**
Spotlight Sports
WPAR, Parkersburg, W. Va.
**HENDRICKSON, JOHN**
Sportswhirl
KVOC, Casper, Wyo.
**HENRIKSON, LES**
Les & Jim Sports
WCON, Atlanta, Ga.
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WOKO, Albany, N. Y.
**HERRIN, WELSON**
WCCP, Savannah, Ga.
**HERRINGTON, HIGH**
Latest in Sports
KPBX, Beaumont, Tex.
**HEWEY, IRA I.**
Sportlighting the Spotlight
WHAI, Greenfield, Mass.
**HIBDON, MILTON**
KTRB, Modesto, Calif.
**HICKS, DON**
WCNT, Centralia, Ill.
**HICKS, FRANK**
KYSM, Mankato, Minn.
**HICKS, TOM**
Sports Roundup, Scores & Stories
WLOH, Princeton, W. Va.
**HEIDEMA, JON**
WDLP, Panama City, Fla.
**HIGHAM, LEO**
Sporting Page
KBUH, Brigham City, Utah
**HILL, DON**
WAVE, Louisville, Ky.
**HILL, JERRY**
Highlights in Sports
KDYL, Salt Lake City, Utah
**HILL, JERRY**
Sports Window
KDYL, Salt Lake City, Utah
**HILLISM, HARRY**
Sports Final
WVLN, Olney, Ill.
**HITCHCOCK, JACK**
KCOL, Fort Collins, Colo.

## HODGES, RUSS

**The Scoreboard, WABD, New York, N. Y.; WCBS-TV, New York, N. Y.; N. Y. Giants, WMCA.**

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WATW, Ashland, Wis.
**HOGAN, WILLIS C.**
WSTS, Southern Pines, N. C.
**HOLBROOK, JOSEPH R.**
Sports Review
WPAY, Portsmouth, O.
**HOLDER, EARL**
WNNC, Newton, N. C.
**HOLMAN, HILLY**
WOAP, Owosso, Mich.
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KSWM, Joplin, Mo.
**HORNER, JACK**
KSTP, St. Paul-Minneapolis, Minn.
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KSTP-TV, St. Paul-Minneapolis, Minn.
**HORNING, DUTCH**
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KSIB, Creston, Iowa
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WKTM, Mayfield, Ky.
**HORTON, THAD**
WSB-TV, Atlanta, Ga.
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WHGB, Harrisburg, Pa.
**HOOVER, DON**
WJMS, Ironwood, Mich.
**HOPKINS, DON**
WATN Sportsman,
WATN Scoreboard
WATN, Watertown, N. Y.
**HOPPER CLYDE**
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WRON, Ronceverte, W. Va.
**HOWARD, JOHN**
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WHJB, Greensburg, Pa.
**HOWARD, TONY**
WPIK, Alexandria, Va.
**HOWRIGAN, CAL**
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WTYS, Marianna, Fla.
**HOYT, WAITE**
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WCPO, Cincinnati, O.
**HUBBEL, RALPH**
WBEN-TV, Buffalo, N. Y.
**HUBER, PAUL**
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WTVL, Waterville, Me.
**HUFF, WILLIS**
WLBB, Carrollton, Ga.
**HULL, CHUCK**
KPAS, Banning, Calif.
**HUMISTON, HOD**
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KWHK, Hutchinson, Kans.
**HUNDLEY, ED**
WLPM, Suffolk, Va.
**HUNTLEY, MACK**
WJRI, Lenoir, N. C.
**HUSING, TED**
WMGM, New York, N. Y.

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**Ted Husing Bandstand, WMGM; Sports NBC, CBS, ABC.**

**HUSTED, DON**
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**HUYCHT, AD**
Best Bets
KGY, Olympia, Wash.
**HYDEN, BILL**
KMUS, Muskogee, Okla.
**HYMAN, EDDIE**
KCOR, San Antonio, Tex.

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**INGSTAD, BOB**
KOVC, Valley City, N. D.
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KGNC, Amarillo, Tex.

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**JACKSON, BILL**
Sports Review
WGTM, Wilson, N. C.
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Sports with Jackson
WKIX, Columbia, S. C.
**JAEGER, JOE**
Sports Parade
KXLE, Ellenburg, Wash.

## JAMES, DENNIS

**Announcer, Emcee, Sportscoster; b. Jersey City, N. J., Aug. 24, 1917; ed. Theater School of Dromotic Arts & Radio; St. Peter's College, B.S.; Bob Hawk Show, CBS; Can You Top This? Song of the Stranger; Lawyer Q; Television—Cash & Carry; Sportcoster (Boxing, Wrestling).**

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WNOX, Knoxville, Tenn.
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WCCP, Savannah, Ga.
**JENSEN, RAN**
WIKB, Iron Mountain, Mich.
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**JOHNSON, JAKE**
KEBE, Jacksonville, Tex.
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WCBT, Roanoke Rapids, N. C.
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WFDF, Flint, Mich.
**JOHNSON, PAUL**
Sports News and Views
WTAG, Worcester, Mass.
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World of Sports
WTCN, Minneapolis-St. Paul, Minn.
**JOHNSON, WARREN**
WPFB, Middletown, O.
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Sports Dir., Sports Parade
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Sports Edition
WFTM, Maysville, Ky.
**JONES, DEL**
KFIO, Spokane, Wash.
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WCMB, Lemoyne, Pa.
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KJAM, Vernal, Utah
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WSPR, Springfield, Mass.
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WMOC, Covington, Ga.
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KYUM, Yuma, Ariz.
**JOYCE, JOHNNY**
WPAQ, Mt. Airy, N. C.
**JOYNER, GORDON**
Sports Digest
WMBD, Peoria, Ill.
**JULES, JULIUS**
Sports Roundup
WSBR, Superior, Wis.

## —K—

**KAHN, BENNY**
WNDB, Daytona Beach, Fla.
**KALLINGER, PAUL**
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KDLK, Del Rio, Tex.
**KANDEL, RAY**
WMON, Montgomery, W. Va.
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WWDC, Washington, D. C.
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WKTY, LaCrosse, Wis.
**KEATING, BILL**
WHYN, Holyoke, Mass.
**KEELER, GENE**
KPHC, Walsenburg, Colo.
**KEENE, BILL**
Time Out for Sports
KBOL, Boulder, Colo.

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Keep-ing Up with Sports
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KOLT, Scottsbluff, Neb.
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KOLO, Reno, Nev.
**KEHOE, PATRICK**
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Parade of Sports
KMPC, Los Angeles, Cal.
**KELLY, DAN**
Sport Tips
KIFI, Idaho Falls, Ida.
**KELLEY, PAT**
Sports Whirl
WSFC, Somerset, Ky.
**KELLY, TOM**
WJMS, Ironwood, Mich.
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KMA, Shenandoah, Ia.
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KKIN, Visalia, Calif.
**KENNEY, JACK**
World of Sports
WDLB, Marshfield, Wis.
**KERR, DON**
WATV, Newark, N. J.
**KESSLER, GENE**
WCFL, Chicago, Ill.
**KEYES, HIGH**
Batting the Breeze with High Keyes
KSUN, Bisbee, Ariz.
**KICHLINE, RON**
Sport News and Views
WHUM, Reading, Pa.
**KILIAN, JIM**
Sports Closeup
WSCR, Scranton, Pa.
**KILLIAN, MAX**
Headlines in the World of Sports
WGRV, Greeneville, Tenn.
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Great Moments In Sports
KSUE, Susanville, Calif.
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WGVA, Geneva, N. Y.
**KINCAID, FRED**
WRR, Dallas, Tex.
**KINDER, DICK**
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WKDK, Newberry, S. C.
**KING, ARTHUR**
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WEEI, Boston, Mass.
**KING, BILL**
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WSB-TV, Atlanta, Ga.
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Sports Spotlight
WBT, Charlotte, N. C.
**KLEMP, LLOYD**
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KDAN, Oroville, Cal.
**KLEY, HERB**
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WHBL, Sheboygan, Wis.
**KLISE, RED**
KHQ, Spokane, Wash.
**KNAPP, JOHN**
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WICA, Ashtabula, O.
**KNOX, JAMES**
KICM, Mason City, Ia.
**KOFSKY, MIKE**
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KVOR, Colorado Springs, Colo.
**KONZ, WALLY**
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KFIZ, Fond Du Lac, Wis.
**KOMASA, ANDY**
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WTWT, Stevens Point, Wis.
**KORZELIUS, GENE**
WBNY, Buffalo, N. Y.
**KOTEL, STAN**
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WNVA, Norton, Va.
**KRACHER, JOE**
KOCA, Kilgore, Tex.
**KREBSBACH, CALIR E.**
KGCX, Sidney, Mont.
**KROEN, ED**
WKPA, New Kensington, Pa.
**KUEALT, CHARLIE**
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WAYS, Charlotte, N. C.
**KYLE, FORREST**
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KLO, Ogden, Utah

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**LACHENMEIER, RUDY**
Sports Page Final
KGW, Portland, Ore.
**LACKEY, F. E.**
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WHOP, Hopkinsville, Ky.
**LAFFOON, HAROLD, E.**
KSGN, Sanger, Cal.
**LAFRANCHISE, CHARLES**
Sports Forum, Pigskin Predictions
KPOJ, Portland, Ore.
**LAMBERT, ROGER**
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**LAMEAR**
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**LANDAU, DANNY**
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WSRS, Cleveland Hgts, O.
**LANDIS, LYLE B.**
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WKAI, MaComb, Ill.
**LANDMAN, LOU**
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**LANGELLA, BEN**
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**LANE, BILL**
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WCYB, Bristol, Va.
**LANE, LARRY**
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WHBO, Tampa, Fla.
**LANE, RICHARD**
KTLA, Los Angeles, Calif.
**LANKFORD, JACK**
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KRIG, Odessa, Tex.
**LANSING, GERRY**
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**LARSON, JIMMY**
KIYI, Shelby, Mont.
**LASSEN, LEO**
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**LAVALLE, JACK**
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KATE, Albert Lea, Minn.
**LAWRENCE, JOHNNY**
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**LAWRENCE, WILLARD**
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**LAWSON, JERRY**
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**LEAKE, BUS**
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WDNE, Elkins, W. Va.
**LEAMING, JAMES**
Sports Hi-Lights, Great Moments in Sports
WFPG, Atlantic City, N. J.
**LEBOW, GUY**
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**LECIUS, EDWARD**
WOTW, Nashua, N. H.
**LEE, BARNY**
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WBBC, Flint, Mich.
**LEE BERT**
WMGM, New York, N. Y.
**LEE, BERT**
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**LEE, BERT, JR.**
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**LEE, BOB**
KCOK, Tulare, Calif.
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**LEE, ZEB**
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**LEIBMAN, NED**
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**LENHARD, BILL**
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**LENNON, PAUL**
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**LENOX, JOHN**
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**LEONARD, LEN**
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**LEWIS, BARNEY**
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WLDS, Jacksonville, Ill.
**LEWIS, ED**
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**LEWIS, LOWELL**
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WCPA, Effingham, Ill.
**LIEBBE, SPIKE**
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**LIPEZ, HARRIS**
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**LITCHMAN, ART**
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KUGN, Eugene, Ore.
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WKYB, Paducah, Ky.

**LLOYD, BOB**
WHBY, Appleton, Wis.
**LLOYD, VINCE**
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## LOMAX, STAN
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**LOWERY, BILL**
WQXI, Atlanta (Buckhead), Ga.
**LUNDQUIST, ELDON**
WTRC, Elkhart, Ind.
**LUSK, BERNIE**
KROC, Rochester, Minn.
**LYNCH, RALPH**
KSFA, Nacogdoches, Tex.

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KDTH, Dubuque, Ia.
**McALLISTER, DON**
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**McBRIDE, LESTER**
KGLU, Safford, Ariz.
**McCABE, TOM**
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**McCARTHY, WILLIAM**
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**McCARTY, MARSH**
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WCOM, Parkersburg, W. Va.
**McCLANAHAN, BILL**
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**McCLELLAN, ROBERT**
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KTXL, San Angelo, Tex.
**McCLELLAND, PAUL**
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**McDONALD, BILL**
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**McDOWELL, ROY**
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**McDULIN, WILLIAM C.**
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**McENANEY, JIM**
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**McFALL, DON**
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**McGILL, MAURY**
WLIO, East Liverpool, O.
**McGRATH, ED**
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**McINTIRE, CHARLES**
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**McINTYRE, JIM**
WINN, Louisville, Ky.
**McKECHNIE, JAMES A.**
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**McKELLAR, DON**
WRMS, Ware, Mass.
**McKERNAN, JOHN**
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WLBZ, Bangor, Me.
**McKENNA, JACK**
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**McKINNON, BILL**
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WRFS, Alexander City, Ala.
**McLAIN, DONALD**
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**McLEAN, JACK**
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WJPS, Evansville, Ind.
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WJLB, Detroit, Mich.
**McLEMORE, MORRIS**
WIOD, Miami, Fla.
**McLENDON, GORDON**
KLIF, Dallas, Tex.
**McLINN, STONEY**
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WIP, Philadelphia, Pa.
**McMULLEJ, DCK**
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KCIL, Houma, La.
**McNALLY, RAY**
KFYO, Lubbock, Tex.
**McNAMARA, LAWRENCE**
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**McNEVIN, JOHN**
Spotlighting on Sports
WNDR, Syracuse, N. Y.
**McRAE, JOHN**
Sports Editor
WABI, Bangor, Me.

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WSAC, Columbus, Ga.
**MacLELLAN, JOHN**
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WKNY, Kingston, N. Y.
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Gulf Sports Reporter
WHEC, Rochester, N. Y.
**MacMULLEN, GEORGE**
WTAL, Tallahassee, Fla.
**MacNEIL, JIM**
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WTSB, Lumberton, N. C.
**MacWILLIAMS, DONALD J.**
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**MACK, CARL**
KSMI, Seminole, Okla.
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**MAGUIRE, THOMAS**
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WCMD, Cambridge, Md.
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**MALONADO, JUAN**
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**MANDERSON, STEVE**
WGAC, Augusta, Ga.
**MANGIN, LES**
WOMT, Manitowoc, Wis.
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**MANN, STU**
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WLOL, Minneapolis, Minn.
**MANNERS, DAVE**
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**MANNING, TOM**
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KTNM, Tucumcari, N. Mex.
**MAPES, WILLIAM A.**
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WMFT, Florence, Ala.
**MARGET, MANNY**
KVOX, Moorhead, Minn.
**MARIANA, NICK**
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**MARK, ERNIE**
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**MARIN, HERIBERTO**
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**MARSH, ROY**
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WHLF, South Boston, Va.
**MARSHALL, DICK**
WAGM, Presque Isle, Me.
**MARSHALL, JOHN**
WGRD, Grand Rapids, Mich.
**MARSTON, KEN**
WKSR, Pulaski, Tenn.
**MARTIN, BILL**
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KFOX, Long Beach, Cal.
**MARTIN, BOB**
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WPOR, Portland, Me.
**MARTIN, DICK**
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**MARTIN, GLEN**
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**MASON, FRANK**
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**MASON, JOE**
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WISC, Madison, Wis.
**MATTHEWS, TOM**
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**MATYAS, JOE**
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WMMT, McMinnville, Tenn.
**MAUGINS, BILL**
KSOK, Arkansas City, Kans.
**MAWSON, DICK**
KMVI, Wailuku, Maui, T. H.
**MAXWELL, JOCKO**
WWRL Sports Club
WWRL, New York, N. Y.

**MAY, ROY**
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WTMV, East St. Louis, Ill.
**MAYER, JACK**
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WALB, Albany, Ga.
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**MAZER, BILL**
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WKBW, Buffalo, N. Y.
**MEADE, WARREN**
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KGVO, Missoula, Mont.
**MEIER, JACK**
WMBS, Uniontown, Pa.
**MENTON, BILL**
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WKRG, Mobile, Ala.
**MERRILL, WILLIAM**
KMHT, Marshall, Tex.
**MERRIMAN, DON**
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WHDL, Olean, N. Y.
**MESKILL, BOB**
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WJBC, Bloomington, Ill.
**MEYER, AL**
KPOW, Powell, Wyo.
**MICHELSON, BILL**
KWBW, Hutchinson, Kans.
**MIDDLETON, NORWOOD C.**
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WPUV, Pulaski, Va.
**MILBURN, BOB**
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KGKL, San Angelo, Tex.
**MILLER, DICK**
KDWT, Stamford, Tex.
**MILLER, DON**
WTOL, Toledo, O.
**MILLER, GEORGE**
WPTR, Albany, N. Y.
**MILLER, JACK**
KGGF, Coffeyville, Kans.
**MILLER, JIM**
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WQQW, Washington, D. C.
**MILLER, JOHNNY**
WAIR, Winston-Salem, N. C.
**MILLER, PETER**
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KTIM, San Rafael, Cal.
**MILLER, SKIP**
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WJSW, Altoona, Pa.
**MILLS, RUSS**
WFOM, Marietta, Ga.
**MILNER, GENE**
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WCAP, Asbury Park, N. J.
**MISTOVICH, MIKE**
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**MITCHELL, DON**
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**MITCHELL, H. L.**
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KSIG, Crawley, La.
**MITCHELL, JIM**
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**MITCHELL, PAUL**
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KSYL, Alexandria, La.
**MITCHELL, WALTER**
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WADE, Wadesboro, N. C.
**MITTAN, RAY**
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WHFB, Benton Harbor, Mich.
**MOFIELD, RAY**
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WPAD, Paducah, Ky.
**MOLEN, SAM**
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KMBC, Kansas City, Mo.
**MOLEN, SAM**
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**MOLINARO, LAWRENCE**
WNAR, Norristown, Pa.
**MONKMAN, ROBERT**
WRJN, Racine, Wis.
**MONROE, BOB**
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**MOONEY, GEORGE**
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WHHM, Memphis, Tenn.
**MOORE, BILL**
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**MOORHEAD, TOM**
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WFIL-TV Philadelphia, Pa.
**MOREHOUSE, ERNIE**
WASK, Lafayette, Ind.
**MORGAN, ED**
KBON, Omaha, Neb.
**MORGAN, HANK**
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WNOA, Raleigh, N. C.
**MORGAN, RAY**
WWDC, Washington, D. C.
**MORRIS, ALLAN**
WNLC, New London, Conn.
**MORRIS, BOB**
KBRL, McCook, Neb.
**MORSE, RALPH**
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**MOWRY, LEE**
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**MULHERIN, PAT**
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**MULLINAX, ED**
WLAG, LaGrange, Ga.
**MULVEY, DANIEL**
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**MURDOCK, HOWARD**
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**MURPHEY, BOB**
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KOMA, Oklahoma City, Okla.
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**MURRAL, BUDDY**
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**MURRAY, DON**
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**MURRAY, JAMES**
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**MUZZY, JIM**
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WSOC, Charlotte, N. C.
**NAGLER, AL**
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**NANIA, JOHN**
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**NELSON, JOHN W., Jr.**
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**PAULL, ED**
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KTMS, Santa Barbara, Cal.
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WENY, Elmira, N. Y.
**POPPER, JACK**
WJOB, Hammond, Ind.
**PORTER, WINSLOW**
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WINC, Winchester, Va.
**POSENKE, BRAD**
Game Time Rhythms, Hickory House
WNMP, Evanston, Ill.
**POSEY, HORACE**
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WWNC, Asheville, N. C.
**POUCHER, WAYNE**
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WUSN, Charleston, S. C.
**POWERS, DENNIS**
WTND, Orangeburg, S. C.
**PRATER, GENE**
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KTJS, Hobart, Okla.
**PRATT, RICK**
WELI, New Haven, Conn.
**PRESTON, LEW**
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KVAI, Amarillo, Tex.
**PRESTON, V. M.**
KASA, Elk City, Okla.
**PREUSS, RUSS**
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KTTR, Rolla, Mo.
**PRICE, DAN**
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WFTW, Fort Wayne, Ind.
**PRICHARD, BOB**
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KPLT, Paris, Tex.
**PRICHARD, CHUCK**
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KWRO, Coquille, Ore.
**PRINCE, BOB**
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WJAS, Pittsburgh, Pa.
**PROCTOR, BOB**
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WLBJ, Bowling Green, Ky.
**PROVINCE, BOB**
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WKNA, Charleston, W. Va.
**PRYOR, BILL**
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WNBF, Binghamton, N. Y.
**PYLE, JACK**
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WLAC, Nashville, Tenn.

**PYNE, JOE**
WVCH, Chester, Pa.

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**QUADE, WARREN**
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KCOY, Santa Maria, Cal.
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WIBW, Topeka, Kans.
**QUINN, JACK**
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WBKA, Brockton, Mass.

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**RAEBURN, JOHNNY**
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WMIX, Mt. Vernon, Ill.
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KVSM, San Mateo, Cal.
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KROY, Sacramento, Cal.
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KCKN, Kansas City, Kans.
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WISN, Milwaukee, Wis.
**REED, BILL**
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KYOU, Greeley, Colo.
**REED, DON**
WJAC, Norfolk, Neb.
**REED, PAT**
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KIOX, Bay City, Tex.
**REED, RED**
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WHKP, Hendersonville, N. C.
**REESE, JAMES E.**
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WWWB, Jasper, Ala.
**REEVE, RAY**
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WRAL, Raleigh, N. C.
**REEVES, GEORGE**
WINN, Louisville, Ky.
**REEVES, GRADY**
WFUN, Huntsville, Ala.
**REEVES, JACK**
KUOA, Siloam Springs, Ark.
**REGAN, TOM**
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KFOX, Long Beach, Cal.
**REID, JIM**
WPTF, Raleigh, N. C.
**REILLY, ED**
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WGAA, Cedartown, Ga.
**REITH, HARRY**
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WKST, New Castle, Pa.
**REMAND, OLLIE**
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KEPO, El Paso, Tex.
**RAQUARD, JAY**
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WSID, Baltimore, Md.
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KRBC, Abilene, Tex.
**REYNOLDS, FRANK**
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WJOB, Hammond, Ind.
**REYNOLDS, ROBERT F.**
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WTAC, Flint, Mich.
**REX, JOE**
WLOK, Lima, O.
**RHODES, DICK**
WAYB, Waynesboro, Va.
**RICO, VALENTINE WILLIAM**
WVJP, Caguas, P. R.
**RIED, PAUL**
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WKLF, Clanton, Ala.
**RIGBY, LOEHR**
KPAS, Banning, Cal.
**RILEY, HARRY**
Riley Reports the Sports
WVVW, Fairmont, W. Va.
**RIND, JULES**
WPEN, Philadelphia, Pa.
**ROBERT, HARRY**
KYW, Philadelphia, Pa.
**ROBERTS, DON**
WKNE, Keene, N. H.
**ROBERTS, DONALD**
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KDB, Santa Barbara, Cal.
**ROBERTS, JACK**
KHUZ, Borger, Tex.
**ROBERTS, JUD**
KGFL, Roswell, N. Mex.
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KHUB, Watsonville, Cal.
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WMCA, New York, N. Y.
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WMOC, Covington, Ga.
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KRKO, Everett, Wash.
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KSJO, San Jose, Cal.
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WKIX, Columbia, S. C.
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WDXB, Chattanooga, N. C.
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WKBW, Buffalo, N. Y.
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KFDM, Beaumont, Tex.
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KGVL, Greenville, Tex.
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**SAIDT, H. L.**
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WBUD, Morrisville, Pa.
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WAUD, Auburn, Ala.
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KPKW, Pasco, Wash.
**SANDERS, CHRIS**
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**SANDERS, HUGH**
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KITO, San Bernardino, Cal.
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KOWH, Omaha, Neb.
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**SANFORD, BUD**
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WFTL, Ft. Lauderdale, Fla.
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WGUY, Bangor, Me.
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WTTH, Port Huron, Mich.
**SARTRAIN, J. L., Jr.**
WWWB, Jasper, Ala.
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**SAVAGE, BOB**
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**SAVAGE, GUY**
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**SAWYER, TOM**
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**SAYLES, FRED**
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**SCHILLING, FRED**
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**SCHINDLER, CARL**
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**SCHLEIFER, KEN**
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WSJS, Winston-Salem, N. C.
**SCOTT, DAVID**
WKNB, New Britain, Conn.
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WLOW, Norfolk, Va.
**SCOTT, RAY**
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WCAE, Pittsburgh, Pa.
**SEARLES, NEIL**
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**SEARS, BILL**
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**SEAVEY, SAM**
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WWNH, Rochester, N. Y.
**SEELY, DOYLE**
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**SELLERS, BILL**
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**SELLEY, ART**
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**SHAFFER, FRED**
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WSBA, York, Pa.
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WDAN, Danville, Ill.
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KRNO, San Bernardino, Cal.
**SHAW, ERNIE**
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WGGG, Gainesville, Fla.
**SHAW, ERNIE**
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**SHEPHERD, CHARLIE**
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WDUK, Durham, N. C.
**SHEPHERD, WILLIAM**
WWGS, Tifton, Ga.

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**SHERMAN, BUD**
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WDOS, Oneonta, N. Y.
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WTOW, Albany, N. Y.
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KWRN, Reno, Nev.
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WTCN, Minneapolis-St. Paul, Minn.
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**SIMPSON, NORMAN**
WWOD, Lynchburg, Va.
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KSEM, Moses Lake, Wash.
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**SINGLE, ERWIN**
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WWRL, New York, N. Y.
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KWNW, Wenatchee, Wash.
**SKIRVIN, MAX**
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**SLATER, BILL**
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WABD, New York, N. Y.
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WLIZ, Bridgeport, Conn.
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WPAR, Parkersburg, W. Va.
**SLATTERY, BILL**
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KWIK, Burbank, Cal.
**SMALLWOOD, JIM**
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WEEK, Peoria, Ill.
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WMFR, High Point, N. C.

**SMITH, BOB**
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**SMITH, DICK**
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**SMITH, FRANK M.**
KHUM, Eurika, Calif.
**SMITH, JACK**
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**SMITH, LEE**
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WACE, Chicopee, Mass.
**SMITH, LEE**
WNAC-TV, Boston, Mass.
**SMITH, RUSS**
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KLPM, Minot, N. D.
**SMITH, TED A.**
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WTIC, Hartford, Conn.
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WNBC Sports Director
**STERN, BILL**
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**WHITE, DON**
As I See It
KIT, Yakima, Wash.
**WHITE, EDDIE**
WDHL, Brandenton, Fla.
**WHITE, WILLIAM P.**
KFJB, Marshalltown, Iowa
**WHITNEY, JERRY**
KVVC, Ventura, Cal.
**WHITTIER, CHUCK**
Chuck Whittier's Sports
WILK, Wilkes-Barre, Pa.
**WHITWORTH, RAY**
KAMQ, Amarillo, Tex.
**WIDMAN, RALPH**
WFAA, Dallas, Tex.
**WIKE, DON**
KUJ,Walla Walla, Wash.
**WILBUR, GORT**
Sizing Up Sports
WJNC, Jacksonville, N. C.
**WILDER, JOE**
Sports Review
WKLY, Hartwell, Ga.
**WILEY, BOB**
Sports Revue
WAKR, Akron, O.
**WILKINS, KIRK**
KCSU, Provo, Utah
**WILLARD, SID**
WEAM, Arlington, Va.
**WILLEFORD, GEORGE**
WITZ, Jasper, Ind.
**WILLIAMS, BRUCE**
KOCO, Salem, Ore.
**WILLIAMS, BUS**
Sports Review
KOPO, Tucson, Ariz.
**WILLIAMS, CHARLES**
KWNO, Winona, Minn.
**WILLIAMS, GEORGE**
WCED, Dubois, Pa.
**WILLIAMS, LUTHER**
Sports News
WDXB, Chattanooga, Tenn.
**WILLIAMS, PAUL**
WWJ-TV, Detroit, Mich.
**WILLIAMS, PAUL**
WWJ, Detroit, Mich.
**WILLIAMS, TONY**
KOMO, Kansas City, Mo.
**WILLIAMS, WALLY**
Sports on Parade
WCOG, Greensboro, N. C.
**WILLIAMSON, HADLEY**
Sports Parade
WSIC, Statesville, N. C.
**WILLIS, JOHN**
Regal Plae Parade of Sports
KTMS, Santa Barbara, Cal.
**WILLIS, REX, II**
KHBC, Hilo, T. H.
**WILLS, HARRY**
WJMC, Rice Lake, Wis.
**WILSON, BOB**
Let's Talk Sports
KWKW, Pasadena, Cal.
**WILSON, BOB**
WADC, Akron, O.
**WILSON, HOWIE**
Sport Roundup
WKAI, McComb, Ill.
**WILSON, JOE**
WBKB, Chicago, Ill.
**WILSON, KEN**
Atlantic Sports Show, Football Predictions & Alibis
WGST, Atlanta, Ga.
**WILSON, RAY**
Sports Round Up
KSBW, Salinas, Cal.
**WILSON, WARD**
WMGM, New York, N. Y.
**WILTON, BOB**
Sports On Parade
KVEC, San Luis Obispo, Cal.
**WINDSOR, WALTER**
Sports Page
WGBA, Columbus, Ga.

## WISMER, HARRY M.

**Sports Director, ABC; b. June 30, 1912, Port Huron, Mich.; Florida U.; All Army Football Games; Professional Football Championships; Natl. Open Golf Tournament; Exclusive Army - Navy Game, Headline Edition; Natl. Tennis Championship; Champion Roll Call, ABC.**

**WISMER, JOHN**
Sports With John Wismer
WHLS, Port Huron, Mich.
**WOLFF,BOB**
WINX, Washington, D. C.
**WOLFF, BOB**
WTTG, Washington, D. C.
**WOOD, EARL**
Three Star Sports Final
WJHP, Jacksonville, Fla.
**WOOD, RICHARD DALE**
KTNM, Tucumcari, N. Mex.
**WOODALL, W. C., JR.**
WDWD, Dawson, Ga.
**WOODHOUSE, JAMES C.**
Sports Review
WDNC, Durham, N. C.
**WOODRUM, TOMMY**
WTIP, Charleston, W. Va.
**WOODS, JIM**
Les & Jim Sports
WCON, Atlanta, Ga.
**WOODS, TED**
KFFA, Helena, Ark.
**WOODSIDE, SAM**
Sports News
WHCU, Ithaca, N. Y.
**WOODWARD, DICK**
Sports Parade
WGCD, Chester, S. C.
**WOODWARD, LeROY**
WVJS, Owensboro, Ky.
**WRATHER, LOU**
Sport Spotlight
WENK, Union City, Tenn.
**WRATHER, LOU**
Play-by-Play
WDXI, Jackson, Tenn.
**WRIGHT, MANNY**
KGBC, Galveston, Tex.
**WULCHIN, STEVE**
Sports Whirl, Play By Play
KSYC, Yreka, Cal.
**WYNNE, JIMMIE**
Sports Review
WAIR, Winston-Salem, N. C.
**WYMAN, MAL**
KALL, Salt Lake City, Utah

## —Y—

**YACK, GEORGE**
WMRF, Lewiston, Pa.
**YEOMANS**
Sports Memories
KWNW, Wenatchee, Wash.
**YOAKAM, DICK**
WHO, Des Moines, Ia.
**YOUNG, BILL**
Carnival of Sports
KAKE, Wichita, Kans.
**YOUNG, DALE**
Who's Who In Sports
WAOV, Vincennes, Ind.
**YOUNG, J. J.**
Sports Review
WERC, Erie, Pa.
**YOUNG, JIMMY**
Scoreboard
WHHM, Memphis, Tenn.
**YOWELL, JOE**
KXOX, Sweetwater, Tex.

## —Z—

**ZANE, JOHN**
Sports Spotlight
WMMW, Meriden, Conn.
**ZEANAH, CHARLES**
Sports Column of the Air
Tonight in Sports
WSFA Montgomery, Ala.
**ZEGARSKE, EDMUND**
Speaking of Sports
WHUB, Cookeville, Tenn.
**ZELLNER, BOB**
Sports Review
WHLI, Hempstead, L. I.
**ZIELLMAN, JACK**
Sport-lite
WVLK, Versailles, Ky.
**ZIFF, SID**
Sports Review
KMPC, Los Angeles, Calif.
**ZIMMERMAN, BOB**
Buckeye Sports
WTNS, Coshocton, O.
**ZIMMERMAN, FRANK**
WNDB, Daytona Beach, Fla.

# News Commentators
## *(RADIO AND TELEVISION)*
## —their work during 1948

### —A—

**ACEVEDO, TOM**
Noriciero Ford
WORA, Mayaguez, P.R.

**ADAMS, CHARLES F.**
Charles F. Adams & The News
WMVA, Martinsville, Va.

**ADAMS, CLARENCE**
Morning Herald, Daily Journal, Arkansas Traveler
KBTM, Jonesboro, Ark.

**ADAMS, HENRY**
KTIM, San Rafael, Calif.

**ADAMS, JOHN**
CBS

**AFRISTON, JOHN**
Observations
KCSB, San Bernardino, Calif.

**AGRONSKY, MARTIN**
ABC

**ALAMPI, PHIL**
Freedom Gardener, WJZ Farm News
ABC

**ALBANESE, MARGARET**
Arrows in the Air
KTIM, San Rafael, Calif.

**ALCOTT, CARROLL**
WINS, New York, N. Y.

**ALDEN, GEORGE**
KWBW, Hutchinson, Kans.

**ALDERSON, JOHN**
WFBR, Baltimore, Md.

**ALEXANDER, WILLIAM C.**
Noon News
WTIK, Durham, N. C.

**ALLEN, CLIFF**
WNOX, Knoxville, Tenn.

**ALLEN, GEORGE, JR.**
KHMO, Hannibal, Mo.

**ALLEN, PHIL**
KOIL, Omaha, Neb.

**ALLEN, ROBERT S.**
WOR, New York, N. Y.

**ALLISON, GENE**
D-X News
WISH, Indianapolis, Ind.

**ALTMAN, HAL**
Chatting with Hal
KBLF, Red Bluff, Cal.

**ANDERSON, A. ROBERT**
The Week's News in Review
WTSV, Steubenville, O.

**ANDRES, JOE**
Today's News
WMAW, Milwaukee, Wis.

**ANDREWS, CHESTER**
KSTT, Davenport, Ia.

**ANDREWS, H. G.**
Dispelling the Fog
WARD, Johnstown, Pa.

**ANDERSON, HOWARD**
WMT, Cedar Rapids, Ia.

**ANDREWS, LARRY**
Column of the Air
KRUX, Phoenix, Ariz.

**ANDREWS, M. CARL**
Over the Editor's Desk
WDBJ, Roanoke, Va.

**ANTHONY, DICK**
Morning Editor
KDAL, Duluth, Minn.

**ANTHONY, JULIAN**
News of Tomorrow, Headline Edition, News
ABC

**ANTHONY, LEE**
WTAD, Quincy, Ill.

**ARDEN, ROBERT**
Your Foreign Correspondent
KWIK, Burbank, Calif.

**ARDIS, BILL**
Phillips 66 News
KGKL, San Angelo, Tex.

**ARTHUR, BILLY**
Billy Arthur Speaks
WJNC, Jacksonville, N. C.


*Newscaster*

"6 O'Clock News" . . WNBC
(for Peter Paul Candy and Studebaker Cars)

"11 O'Clock News" . . WNBC
(for Shell Oil Co.)

*Announcer*

"When A Girl Marries"
(NBC)
(for General Foods)

"Who Said That?"
NBC and WNBT

UNIVERSAL PICTURES

LEx. 2-1100

KENNETH BANGHART

**ASHLEY, CHARLES**
WEEI, Boston, Mass.
**AVERY, GAY**
KFAB, Omaha, Neb.

## —B—

**BACH, ALWYN**
KYW, Philadelphia, Pa.
**BACK, HOWARD**
WERC, Erie, Pa.
**BADGER, BOB**
The Editor Speaks
WEDO, McKeesport, Pa.
**BAILEY, CHARLES**
WHBU, Anderson, nd.

**BAKER, ART**
Announcer, Commentator; b. New York City, N. Y., 1898; Art Baker's Note Book, KECA· On air eleven years.
**BALLINGER, KENNETH**
WTAL, Tallahassee, Fla.
**BALMERT, FRANCIS C.**
WPAY, Portsmouth, O.

**BANGHART, KENNETH**
Six O'Clock News, Eleven O'Clock News, WNBC; when a Girl Marries, Who Said That, NBC, WNBT; Universal Pictures.
**BANKS, DAVE**
News of the Hour on the Hour
WDXI, Jackson, Tenn.
**BARFIELD, HARRY**
WAYS, Charlotte, N. C.
**BARRETT, JOHN**
WIKY, Evansville, Ind.
**BARRINGTON, BRUCE**
Inside the Headlines
KXOK, St. Louis, Mo.
**BARROFF, LENNY**
News Around the World
WISR, Butler, Pa.
**BARRY, JOHN**
WBZ-WBZA, Boston-Springfield, Mass.
**BARTELL, ED.**
WPGH, Pittsburgh, Pa.
**BATEY, HUGH**
Feature Story
WRBL, Columbus, Ga.
**BAUER, FREDERIC**
WINN, Louisville, Ky.
**BAUKAGE, H. R.**
ABC
**BAXTER, LIONEL**
WAPI News
WAPI, Birmingham, Ala.
**BAYLOR, O. W.**
As I See It
WVLK, Versailles, Ky.
**BEALL, JACK**
ABC
**BEATTY, MORGAN**
NBC
**BECKER, HARRY**
KWBW, Hutchinson, Kans.
**BEEBE, JON**
KCOK, Tulare, Calif.
**BEHRENS, MARVIN**
WBZ-WBZA, Boston-Springfield, Mass.
**BEHRMAN, C. T.**
Sinclair Reporter
WANE, Ft. Wayne, Ind.
**BELKNAP, WILLIAM**
Town Crier
KMVI, Wailuku, Maui, T.H.
**BELL, CHARLES E.**
News Roundup
WGCD, Chester, S. C.
**BELL, DON**
Don Bell's News Analysis
KWHK, Hutchinson, Kans.
**BELLINGER, S.**
News and Views
WTCJ, Tell City, Ind.
**BENECKSON, SAM**
Town Reporter
WKAT, Miami Beach, Fla.
**BENNETT, JAMES**
WWSO, Springfield, O.
**BIGELOW, PAUL**
WBML, Macon, Ga.
**BIGGS, JOHN**
WPOB, Hammond, Ind.
**BIGLER, TOM**
Wyoming Valley Reporter
WILK, Wilkes-Barre, Pa.
**BILLS, JOHN T.**
Herald Reporter
WQAM, Miami, Fla.
**BINGHAM, BOB**
Bob Bingham's Commentary
WCNC, Elizabeth City, N. C.
**BISHOP, O. H.**
Meet Mr. Bishop
WLIZ, Bridgeport, Conn.
**BISHOP, PAT**
KFI-TV News: Feature Wire
KFI-TV, KFI, Los Angeles, Calif.
**BJORNSON, BJORN**
NBC
**BJORNSON, VAL**
Tomorrow's Headlines
Tonight
KSTP, St. Paul-Minneapolis, Minn.
**BLACK, ALGERNON, DR.**
**BLAINE, JAMES**
12:30 Newsreel, News Here & There
KAMD, Damden, Ark.
**BLAKE, LARRY**
Noon Day News
KEYS, Corpus Christi, Tex.
**BODGEN, HILARY**
WJAS, Pittsburgh, Pa.
**BOHMAN, RONNIE**
WKBS, Oyster Bay, N. Y.
**BOLTON, PAUL**
Straight Texas
KTBC, Austin, Tex.
**BOOTH, TED**
KSOK, Arkansas City, Kans.
**BOSWORTH, BOB**
Studebaker News
WDOD, Chattanooga, Tenn.
**BOURGEOIS, CLAUDE**
CKAC, Montreal, Que.
**BOWERS, FRANK**
It Happened Today
WGTL, Kannapolis
**BRANDT, ALBERT**
WEVD, New York, N. Y.
**BRANNON, BOB**
Noon News
KLOU, Lake Charles, La.
**BRAWLEY, HARRY M.**
World News and You
WCHS, Charleston, W. Va.
**BREEN, EDWARD**
Breakfast Edition of the News
KVFD, Fort Dodge, Ia.
**BREMSER, LYELL**
KFAB, Omaha, Neb.
**BRICE, DON**
WKBN, Youngstown, O.
**BRIDGES, JIMMY**
The World Today
WSB-TV, Atlanta, Ga.
**BRINKLEY, DAVID**
Newsreel
WNBW & WRC, Washington, D. C.
**BROADWATER, ELWOOD**
WCMW, Canton, O.
**BROOKS, CLIFF**
Ourtown
WGBF, Evansville, Ind.
**BROOKS, ED**
Farm Information
WBBB, Burlington, N. C.
**BROOKS, NED**
NBC
**BROWN, CECIL**
WMCA, New York, N. Y.
**BROWNING, J. C.**
Local News
KOGT, Orange, Tex.
**BROWNING, ROBERT**
Town Crier
WKNY, Kingston, N. Y.
**BRUCE, DON**
WIRE, Indianapolis, Ind.
**BRYAN, GEORGE**
CBS
**BURDETT, WINSTON**
WTOP, Washington, D. C., CBS
**BURGESS, FRANK**
First Edition
WGAA, Cedartown, Ga.
**BURKE, GORDON C.**
KGMB, Honolulu, T. H.
**BURKLAND, TED**
WKMO, Kokomo, Ind.
**BURLINGAME, ROBERT**
KIOA, Des Moines, Ia.
**BURLINGHAM, LLOYD**
The Farming Business
WRFD, Worthington, O.
**BURNS, W. M., JR.**
KQV, Pittsburgh, Pa.
**BUTLER, HOMER**
WEBQ, Harrisburg, Ill.
**BUTZ, BOB**
News Editor
KBOL, Boulder, Colo.
**BYNG, EDWARD**
WEVD, New York, N. Y.
**BYRIN, JAMES A.**
Texas News
WBAP-TV, Fort Worth, Tex.
**BYRON, JAMES A.**
WBAP, Fort Worth, Tex.

## —C—

**CADELL, RAYMOND**
Raymond Caddell and the News
WHSC, Huntsville, S. C.
**CALDWELL, JAMES**
Press Conference
WAVE-TV, Louisville, Ky.
**CALHOUN, ALLSTON**
WBBQ, Augusta, Ga.
**CALMER, NED**
CBS
**CAMPBELL, CLAUDE N., JR.**
WCLA, Baton Rouge, La.
**CANHAM, ERWIN**
NEWS, The Christian Science Monitor, Canham Views the News
ABC
**CAPRON, PAUL**
Gazette Review
WASA, Havre de Grace, Md.
**CARLSON, EDWARD**
Editors View the News
WGAN, Portland, Me.
**CAREY, WILLIAM P.**
Herald Reporter
WQAM, Miami, Fla.
**CARLTON, PETER**
WRCS, Ahoskie, N. C.

**CAROTA, FRED**
Local News
WWSC, Glens Falls, N. Y.

**CARROL, JAMES**
Early Morning News
WBBB, Burlington, N. C.

**CARTER, SHEELA**
Background News
WTCN, Minneapolis, Minn.

**CAWLEY, TOM**
Grass Roots
WNBF, Binghamton, N. Y.

**CHAMBERLAIN, HOWARD**
WLW, Cincinnati, O.

**CHAMBERLAIN, HOWARD**
WINS, New York, N. Y.

**CHAPEL, JOHN K.**
KROW, Oakland, Calif.

**CHAPLIN, W. W.**
NBC

**CHARLTON, DICK**
WFRP, Savannah, Ga.

**CHESLEY, ALEXANDER**
6 o'Clock News
WSFC, Somerset, Ky.

**CHEVERTON, RICHARD**
KWPC, Muscatine, Ia.

**CHILDS, CLINTON S.**
Community Forum
KMVI, Wailuku, Maui, T. H.

**CHILDS, RALPH**
KMA, Shenandoah, Ia.

**CHITTY, FRED**
From Our Viewpoint
KVAN, Vancouver, Wash.

**CHOATE, BOB**
Headline News
KWFC, Hot Springs, Ark.

**CHRISTIE, GEORGE**
Old Crusader, Grins & Gripes
WFEA, Manchester, N. H.

**CIERPKE, ALFRED, DR.**
WDXB, Chattanooga, Tenn.

**CLARK, DALE**
WAGA, Atlanta, Ga.

**CLARK, JOHN**
Press Conference
WAVE-TV, Louisville, Ky.

**CLARK, RAY**
WOW, Omaha, Neb.

**CLARKE, JACK**
7:00 AM News
KTIP, Porterville, Calif.

**CLARY, MIKE**
WXKW, Albany, N. Y.

**CLAYTON, ROBERT**
WJAS, Pittsburgh, Pa.

**CLEARY, JOSEPH M.**
News Review
WESB, Bradford, Pa.

**CLOSE, UPTON**
MBS

**COFFIN, TRIS**
ABC

**COLEY, LEM**
WRFS, Alexander City, Ala.

**COLLINGWOOD, CHARLES**
CBS

**COLLINS, DAVE**
Local News
WBYS, Canton, Ill.

**COLLINS, TED**
Kate Smith Speaks
MBS

**COMBS, GEORGE HAMILTON, JR.**
Editorial Slant on the News; 12 O'Clock News, WMGM, New York, N. Y.

**COMPTON, GEORGE C.**
WJPS, Evansville, Ind.

**COMPTON, WALTER**
Walter Compton and the News
WTTG, Washington, D. C.

**CONAWAY, RAY**
Ten O'Clock News
KXYZ, Houston, Tex.

**CONDON, GLENN**
Hometown News
KAKC, Tulsa, Okla.

**CONEY, LEE**
WLCS, Baton Rouge, La.

**CONNER, GEORGE**
Man Next Door
KVAN, Vancouver, Wash.

**CONNOLLY, JAMES P.**
News Editor
WITH, Baltimore, Md.

**CONNOR, JOE**
WKRZ, Oil City, Pa.

**CORBETT, BAYLISS**
WFDF, Flint, Mich.

**CORDELL, ANN**
Column of the Air
KELD, El Dorado, Ark.

**COSTELLO, BILL**
CBS

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**WJZ-TV**


Gabriel Heatter

**COEUR, JERRY**
Log and Saw
KIEM, Eureka, Calif.
**COURTNAY, DON**
KIRO, Seattle, Wash.
**COVINGTON, THOMAS B.**
Local & State News
WHOP, Hopkinsville, Ky.
**CRANDALL, MARK**
Pace of the World Today
KFEL, Denver, Colo.
**CRAWFORD, KENNETH**
Newsweek Analysis
WABD, New York, N. Y.
**CRAWFORD, SAM**
News and Views
KGY, Olympia, Wash.
**CROKER, WILLIAM J.**
KDEC, Decorah, Ia.
**CRONICAN, LEE**
WHP, Harrisburg, Pa.
**CROWE, HILTON**
News on the Hour
WALT, Tampa, Fla.
**CULBER, NELSON**
Suburban League News
WNMP, Evanston, Ill.
**CUNNINGHAM, BILL**
MBS
**CURRIE, CARLTON E.**
WLOX, Biloxi, Miss.
**CUSICK, FRED**
The News Right Now
WVOM, Boston, Mass.

## —D—

**D'ACCARDO, GENE**
Top Story
KTRB, Modesto, Calif.
**DALTON, KENNETH G.**
WBET, Brockton, Mass.
**DALY, JOHN**
CBS
**DANCEY, CHARLES**
WSIV, Pekin, Ill.
**DAUBENSPECK, ED**
Empire Builder
KIYI, Shelby, Mont.
**DAVIDSON, MEADE**
Leaders In Exile
WWRL, New York, N. Y.
**DAVIS, ELMER**
ABC
**DAVIS, HAL**
KCMJ, Palm Springs, Calif.
**DAVIS, REX**
KMOX, St. Louis, Mo.
**DAWSON, JOHN**
KGDE, Fergus Falls, Minn.
**DAY, CHARLES**
WGAR, Cleveland, O.
**DEBNAM, W. E.**
Debnam Views the News
WPTF, Raleigh, N. C.
**DEMERJIAN, HAIG**
WKBS, Oyster Bay, N. Y.
**DENISON, C. B.**
Between the Lines
WMRC, Greenville, S. C.
**DE JON, LYTHE ORME**
WRON, Ronceverte, W. Va.
**DENNIS, BELMONT**
The World This Week
WMOC, Covington, Ga.
**DEWART, SIM**
News Director
WERC, Erie, Pa.
**DIXON, STANLEY**
Stanley Dixon and the News
WBEX, Chillicothe, O.
**DONAHUE, JOSEPH**
Naugatuck Valley News
WATR, Waterbury, Conn.
**DOTY, LOCKWOOD**
WCON, Atlanta, Ga.
**DOUGLAS, ERNIE**
Dinnerbell
KOY, Phoenix, Ariz.
**DOUGLAS, W. D.**
News and Views
WCNU, Crestview, Fla.
**DOWNEY, JOE**
Headline Parade
Ontario Calif.
**DOWNS BILL**
CBS
**DREIER, ALEX**
NBC—Skelly News
**DRESCHLER, GERRY**
WISC, Madison, Wis.
**DRISCOLO, RICHARD**
WLIP, Kenosha, Wis.
**DRYFOOS, LEON**
WERC, Erie, Pa.
**DUNBAR, WILLIS F., DR.**
WKZO, Kalamazoo, Mich.
**DUNCAN, NORVIN**
News—N Duncan
WFBC, Greenville, S. C.
**DUQUESNE, ALBERT**
CKAC, Montreal, Que.
**DURAN, TED**
KBUC, Corona, Calif.
**DWYER, EDDIE**
Headline News
WASA, Havre de Grace, Md.

## —E—

**EAKER, FORREST**
News Round-Up
WMFT, Florence, Ala.
**EBEL, WALTER**
News and Views
KWFC, Hot Springs, Ark.
**EDWARDS, A. F.**
World Affairs
KWFT, Wichita Falls, Tex.
**EDWARDS, CURT**
Dinner News
WTCN, Minneapolis-St. Paul, Minn.
**EDWARDS, DOUGLAS**
CBS, WCBS-TV, New York, N. Y.
**EDWARDS, FRANK**
Edwards' Miniatures; Frank Edwards News
WISH, Indianapolis, Ind.
**EDWARDS, FRED**
KLIF, Dallas, Tex.
**EDWARDS, JOHN**
ABC
**EID, LEIF**
WRC, Washington, D. C.
**EKINS, H. R.**
Ekins Views the News
WKRT, Cortland, N. Y.
**ELDON, POLLY**
Local News Round Up
WSTP, Salisbury, N. C.
**ELLIOTT, JERRY**
News and Views
WCBT, Roanoke Rapids, N. C.
**ELLIOTT, MELVIN**
WOR, New York, N. Y.
**ELLIOTT, TIM**
News As It Happens
WAKR, Akron, O.
**ELLIOTT, WILLIAM**
Bill Elliott Reporting
WLIZ, Bridgeport, Conn.
**EMBER, GEORGE G.**
Under Capitol Dome
KSEM, Moses Lake, Wash.
**EMERSON, E. B.**
KGIV, Alamosa, Colo.
**ERDMAN, GEORGE H.**
Manitowoc, Wis.
**ERK, E. CHRISTY**
Survey of the News
WBRY, Waterbury, Conn.
**ESTRELLA, BLANCE**
Latin-American Commentator
WIOD, Miami, Fla.
**EVANS, KEN**
WOIC, Washington, D. C.
**EVINS, JOE**
Washington Correspondent
WGNS, Murfreesboro, Tenn.
**EWING, CLIFFORD E.**
KVOC, Casper, Wyo.

## —F—

**FACENDA, JOHN**
Bulldog Edition, Night Extra
WIP, Philadelphia, Pa.
**FAHS, ROBERT**
KYNO, Fresno, Calif.
**FALER, DICK**
WTAD, Quincy, Ill.
**FALTA, JOSEPH**
Czech Breakfast
WEDC, Chicago, Ill.
**FARRELL, MAURY**
5:30 News
WAPI, Birmingham, Ala.
**FARRINGTON, FIELDEN**
CBS
**FEAGAN, BOB**
Headline News
WPDQ, Jacksonville, Fla.
**FERRANDOU, DON**
WTAL, Tallahassee, Fla.
**FIDLER, JIMMIE**
Hollywood Reporter
ABC, MBS
**FIELDS, ERIC**
WTND, Orangeburg, S. C.
**FIFE, OTTO**
KSUB, Cedar City, Utah
**FINLEY, ELMER A.**
Home Edition
WLBJ, Bowling Green, Ky.
**FINUCANE, BOB**
News & Sports
WVCH, Chester, Pa.
**FISCHER, DONALD F.**
Morning Edition
WGEM, Quincy, Ill.
**FISHER, STERLING**
NBC—"Our Foreign Policy"
**FLANAGAN, PAT**
KOOL, Phoenix, Ariz.
**FLEISCHER, WILFRID**
CBS
**FLETCHER, GRAEME**
KAKE, Witchita, Kans.
**FLYN, ROBIN**
KHQ, Spokane, Wash.
**FLYNN, ARTHUR**
'Round the Town
WLAW, Lawrence, Mass.
**FOBES, ALLAN**
KYSM, Mankato, Minn.
**FORBES, GILBERT**
WFBM, Indianapolis, Ind.
**FORD, JOHN**
Breakfast News, Noontime News
WTCN, Minneapolis, Minn.
**FORTSON, JOHN L.**
NBC—"Religion in the News"
**FOSTER, CEDRIC**
MBS
**FOSTER, WALTON**
Between the Lines
KTXL, San Angelo, Tex.
**FOWLE, FARNSWORTH**
CBS
**FOX, BILL**
WPTW, Piqua, O.

**FRANCES, AL**
Pure Oil News
WHBC, Canton, O.

**FRANK, PAUL B.**
WHKC, Columbus, O.

**FRANKISH, GRANT**
WOBS, Jacksonville, Fla.

**FRASER, GORDON**
News Correspondent, Commentator, Announcer (ABC), b. Lawrence, Mass. Feb. 4, 08. ed. U. of Maine, Brown University, PH.D. United Nations Highlights; U. N. Correspondent for Headline Edition; Nancy Craig; Gordon Fraser, (WJZ); U. S. Steel Theater Guild; Ford Sunday Evening Hour; Woman of Tomorrow (ABC); News & Views (ABC-TV).

**FREDERICK, PAULINE**
This Week Around the World, Headline Edition, News of Tomorrow
ABC

**FRISCH, BOB**
Morning News
WMAW, Milwaukee, Wis.

**FROGGE, JOHN**
News of Nassau
WGBB, Freeport, N. Y.

**FROMME, GALEN**
WBAL-TV, Baltimore, Md.

**FULDHEIM, DOROTHY**
ABC

**FURNISS, WALTER**
Cruise for News
WCOL, Columbus, O.

## —G—

**GAETH, ARTHUR**
ABC

**GAILMOR, WILLIAM S.**
WMGM, New York, N. Y.

**GAMMEL, SERNO B.**
WTHT, Hartford, Conn.

**GANS, HARRY**
Press Conference
WAVE-TV, Louisville, Ky.

**GAPEN, KEN**
NBC—"National Farm and Home Hour"

**GARDINER, DON**
News, Tomorrow Morning's Headlines, Monday Morning Headlines
ABC

**GARDNER, HY**
Twin Views of the News
MBS

**GARNER, J. E.**
Behind the News
KFPW, Fort Smith, Ark.

**GARRETSON, JOE**
Joe Garretson and the News
WSAI, Cincinnati, O.

**GARRISON, JOHN**
On the News Front
WFUN, Huntsville, Ala.

**GAUSS, CHUCK**
WTMV, East St. Louis, Ill.

**GAVITT, DICK**
KANS, Wichita, Kans.

**GAY, EUCASTE**
WHAT, Philadelphia, Pa.

**GEARHART, NICK**
KTBS, Shreveport, La.

**GELLESPIE, BOB**
WWCO, Waterbury, Conn.

**GEORGE, ABNER H.**
Rapid Chevrolet News
KOTA, Rapid City, S. D.

**GIBSON, RILEY R.**
Behind the News
KOPP, Ogden, Utah

**GILCHRIST, TOM**
WTMC, Ocala, Fla.

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On Capitol Hill
WTRY, Troy, N. Y.

**GLACY, ROBERT**
WKBW, Buffalo, N. Y.

**GLADDING, AL**
York Journal of the Air
WNOW, York, Pa.

**GLADSTONE, HENRY**
WOR, New York, N. Y.

**GODBERRY, ROBERT**
KFH, Wichita, Kans.

**GODDARD, DON**
WINS, New York, N. Y.

**GODWIN, EARL**
ABC

**GOLIGHTLY, GROVER**
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KTHT, Houston, Tex.
**GOTWALD, HELEN**
Looking Around
WSBA, York, Pa.
**GOULD, JOHN**
WLAM, Lewiston, Me.
**GOW, GEORGE**
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WLW-T, Cincinnati, O.
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Topics of the Times
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WHEB, Portsmouth, N. H.
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WLOL, Minneapolis, Minn.
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WFNC, Fayetteville, N. C.
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WBBO, Forest City, N. C.
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**GROSS, SHELDON**
Town Crier, Town Topics, Atlantic City Forum of the Air
WFPG, Atlantic ity, N. J.
**GROVE, ROY**
News At Six
WTTM, Trenton, N. J.
**GUTHRIE, DAVID L. R.**
WGPA, Bethlehem, Pa.

## —H—

**HAGEMAN, H. H.**
WADC, Akron, O.

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**HAMILTON, BILL**
WCFL, Chicago, Ill.
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Hankins Show
WEBC, Duluth, Minn.
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Story of the Week
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The Guest Editor
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WLIO, East Liverpool, O.
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**HARROVER, BEN**
WBAP-TV, Fort Worth, Tex.
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"Meaning of the News"
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**HARTLEY, HOWARD**
WTAN, Clearwater, Fla.
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**HARVEY, PAUL**
WENR, Chicago, Ill.
**HARVEY, NEAL**
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**HARWOOD, GEOFFREY**
Background to the News
WBZ-WBZA, Boston-Springfield, Mass.
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Manos News
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**HAYS, DON**
WWNR, Beckley, W. Va.
**HAZLITT, JOHN**
JMH Sounding Off
KVLH, Pauls Valley, Okla.
**HEALEY, COL. JIM**
WWSC, Glens Falls, N. Y.
**HEALY, JAMES T.**
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**HENLEY, DAVE**
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KFGO, Fargo, N. D.
WOR, New York, N. Y.
**HENSON, RUSSELL**
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WCTT, Corbin, Ky.
**HENTON, EARL**
Arrowhead Roundup· Ten O'Clock News
WEBC, Duluth, Minn.
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**HERLIHY, ED**
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WTAG, Worcester, Mass.
**HESSLER, WILLIAM**
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ABC
**HILL, EDWIN C.**
The Human Side of News
ABC
**HILL, LILLARD**
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WBAP-TV, Fort Worth, Tex.
**HILL, ROY**
WDSU-TV, New Orleans, La.
**HILLMAN, WILLIAM**
MBS
**HINES, LINDLEY**
KMOX, St. Louis, Mo.
**HOARD, BILL**
Monday Pre-view KPQ, Wenatchee, Wash.
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WDOS, Oneonta, N. Y.
**HOFF, OLAF JR.**
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WHAI, Greenfield, Mass.
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WWDC, Washington, D. C.
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WFTL, Ft. Lauderdale, Fla.
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WCKY, Cincinnati, O.
**HOLT, RUSH**
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WHAW, Weston, W. Va.
**HOOKER, JOE**
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WGRD, Grand Rapids, Mich.
**HORTON, HARLAN**
Under Capitol Dome
KOTA, Rapid City, S. D.
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**HOWE, LEN**
WHO, Des Moines, Ia.
**HOWE, QUINCY**
CBS

**HOWELL, REX**
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**HUDDLESTON, PAUL**
WKCT, Bowling Green, Ky.
**HUGHES, JOHN B.**
KXXX, Colby, Kans.
**HENRY, BILL**
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KONO, San Antonio, Tex.
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KROD, El Paso, Tex.
**HURLEIGH, ROBERT F.**
WGN, Chicago, Ill.
**HYDE, DON**
WGAR, Cleveland, O.

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**INGRAM, BILL**
KSTP-TV, St. Paul-Minneapolis, Minn.
**IZZARD, WES**
KGNC, Amarillo, Tex.

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**JACKSON, ART**
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WGEM, Quincy, Ill.
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WBBO, Forest City, N. C.
**JAMESON, KEITH**
WSAM, Saginaw, Mich.
**JARRELL, W. W.**
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WKTG, Thomasville, Ga.
**JAY, HARRY**
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WLOK, Lima, O.
**JEFFRIES, ALLEN**
WIRE, Indianapolis, Ind.
**JENCKS, HUGH**
KVGB, Great Bend, Kans.
**JERDE, O. J.**
Nighttime News
KFAM, St. Cloud, Minn.
**JOHNSON, WILLARD**
NBC
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**JONES, H. CONGER**
Over the Coffee Cup
KDLK, Del Rio, Tex.
**JONES, LOIS**
Morning Column
WPAR, Parkersburg, W. Va.
**JONES, TOM**
WRFS, Alexander City, Ala.
**JORDAN, LEE**
The World Today
WSB-TV, Atlanta, Ga.
**JOUGLET, ROBERT**
CKAC, Montreal, Que.
**JOYCE, BILL**
WJTN, Jamestown, N. Y.
**JURAY, JACK**
WKBN, Youngstown, O.

## — K —

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NBC
H. V. Kaltenborn Edits the News, WNBC
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Noon News, Land O'Lakes News
KSTP, St. Paul-Minneapolis, Minn.
**KAUFMAN, LOUIS**
Louis Kaufman News
WCAE, Pittsburgh, Pa.
**KEITH, MAXINE**
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**Kellick, L. F.**
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WREW, Eau Claire, Wis.
**KENAN, DAN C.**
Tomorrow's Headlines Tonight
KHBG, Okmulgee, Okla.
**KENDRICK, ALEXANDER**
CBS
**KENNEDY, JOHN B.**
Eye-Witness News
WFIL, Philadelphia, Pa.
**KENNEY, FRED**
News Hi-Lights
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**KIENZLE, GEORGE**
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WLAN, Lancaster, Pa.
**KIERNAN, WALTER**
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**KIHN, ED**
KDAN, Oroville, Cal.
**KILGALLEN, DOROTHY**
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**KING, JULIUS**
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**KOOP, THEODORE F.**
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**KREBSBACH, E. E.**
Between The Lines
KGCX, Sidney, Mont.
**KREGELOH, HUBERT W.**
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WSPR, Springfield, Mass.
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KITE, San Antonio, Tex.
**KRUEGER, WILLIAM**
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KDAL, Duluth, Minn.
**KRUM, TYRELL**
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"Veterans' Advisor"

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**LAIRD, STEPHEN**
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KMHT, Marshall, Tex.
**LAMB, BILL**
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**LEE, LYLE**
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WTWA, Thomson, Ga.
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**MacMAHON, TOM**
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**McDONALD, IRVING T.**
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**McGRATH, ED**
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**McLENDON, GORDON**
KLIF, Dallas, Tex.
**McMARTIN, COLE**
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**McNAMARA, JIM**
KLAC, Los Angeles, Calif.

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**MURROW, EDWARD R.**
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**MYERS, GENE**
KLEE, Houston, Tex.

## —N—

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KDSH, Boise, Ida.
**NEDRY, ROGER**
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KPAS, Banning, Calif.
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KTUL, Tulsa, Okla.
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KTRM, Beaumont, Tex.
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Home Edition
WTMC, Ocala, Fla.
**NIELSEN, PAUL**
WGN, Chicago, Ill.
**NOBLE, WENDELL**
Newscope
MBS
**NORMAN, HENRY**
Headline News
KPAC, Port Arthur, Tex.
**NORMAN, STAN**
Man About Town
WPIT, Pittsburgh, Pa.
**NORWOOD, BILL**
CBS
**NUNN, WILL**
WENK, Union City, Tenn.

## —O—

**O'CONNOR, GEORGE**
WINR, Binghamton, N. Y.
**ODSON, BOB**
Noontime News
WBYS, Canton, Ill.
**OETTINGER, ELMER**
Tar Heel News
WNAO, Raleigh, N. C.
**O'HALLORAN, HAL**
Looking Things Over
WHBL, Sheboygan, Wis.
**O'HARRA, DICK**
WKBN, Youngstown, O.
**OLIPHANT, DUNCAN H.**
Editors View the News
WGAN, Portland, Me.
**O'NEILL, BILL**
WRMS, Ware, Mass.
**OULETTE, LIONEL**
WHEB, Portsmouth, N. H.

## —P—

**PAGE, BOB**
Headline News
KFBI, Wichita, Kans.
**PAGE, DAVE**
KIRO, Seattle, Wash.
**PAGE, M. C.**
WIBU, Poynette, Wis.
**PARKER, LARRY**
KMA, Shenandoah, Ia.
**PARKER, ORIN**
DTR NEWS
KCSU, Provo, Utah
**PARLIN, AL**
Sohio
WTOL, Toledo, O.
**PARR, WILLIAM H.**
Traffic Scoreboard
WTOC, Savannah, Ga.
**PARSONS, LOUELLA**
Hollywood Reporter
ABC
**PASCHALL, WALTER**
WSB, Atlanta, Ga.
**PASSAGE, GEORGE**
WRVA, Richmond, Va.
**PATRICK, PAUL**
KICM, Mason City, Ia.
**PATTEN, ANDY**
Air Force News
WLOX, Biloxi, Miss.
**PAYTON, JIM**
Ten O'Clock News; Noon Extra
WDSM, Superior, Wis.
**PECK, C. W.**
Jigsaw News
KRUL, Corvallis, O.
**PENNELL, BILL**
TNT News
WMAK, Nashville, Tenn.
**PENNER, RAYMOND**
Virginia in the News
WLOW, Norfolk, Va.
**PENROSE, BERNARD**
News Editor
WBAB, Atlantic City, N. J.
**PERICOLA, FRANK**
WEAR, Pensacola, Fla.
**PERKINS, DEXTER, DR.**
WHEC, Rochester, N. Y.
**PETERS, GEORGE**
KMAC, San Antonio, Tex.
**PETERSON, ELMER**
NBC
**PETERSON, HARRY**
Swander Noonday News
KOTA, Rapid City, S. D.
**PETERSON, RALPH HOWARD**
NBC
**PETRY, ARNO**
Views in the News
KLEE, Houston, Tex.
**PHILLIPS, CHARLES**
KTBS, Shreveport, La.
**PIERCE, BARTHOL**
Headlines That Make History
KTRB, Modesto, Calif.
**PLAMER, BRUCE**
WKY, Oklahoma City, Okla.
**POMRENZE, H., DR.**
WSBC, Chicago, Ill.
**PORTER, HOMER**
Community News
WIGM, Medford, Wis.
**POSENKE, BRAD**
WNMP, Evanston, Ill.

**PRICE, JOHN**
WHP, Harrisburg, Pa.
**PRICE, JOHN**
WKAT, Miami Beach, Fla.
**PRICE, R. E.**
WBBO, Forest City, N. C.
**PRINGLE, NELSON**
News Analyst
CBS
**PRYOR, DON**
WTOP, Washington, D. C.
CBS
**PUMPHREY, HORACE**
Behind the World News
WKAX, Birmingham, Ala.

**PUTNAM, GEORGE F.**
**News Reporter, MC, Narrator; b. Wahpeton, N. Dak., July 14, 1914; Macalester Coll.; Univ. of Minn.; MC, Spotlight on America; Up-to-the-Minute News; In Today Town (Tele-RCA); Movietone News and travelogues; Castle Films.**

**PUTNAM RUTH**
World Situation
WESX, Salem, Mass.
**PYLE, HOWARD**
Arizona Highlights
KGLU, Safford, Ariz.
KTAR, Phoenix, Ariz.

## —Q—

**QUINN, HARRY**
Valley News
KURV, Edinburg, Tex.

## —R—

**RABELL, FRED**
Between the Lines
KSON, San Diego, Calif.
**RALEIGH, JOHN**
WCAU-TV, Philadelphia, Pa.
**RAMOS, RALPH**
While You Slept
KFDM, Beaumont, Tex.
**RANDALL, PORTER**
KFJZ, Port Worth, Tex.
**RANDOLPH, WILLIAM**
WIOU, Kokomo, Ind.
**RAPP, GENE**
KOAT, Albuquerque, N. M.
**RAYMOND, FRANK**
KVSM, San Mateo, Calif.
**RAYMOND, JACK**
News of the World
WISN, Milwaukee, Wis.
**REED, C. D.**
KNEL, Brady, Tex.
**REID, W. L.**
Washington Today
WCAP, Asbury Park, N. J.
**REIFSNYDER, HOWARD**
WALL, Middletown, N. Y.
**REILLY, ED**
Late Edition
WGAA, Cedartown, Ga.
**REGENSBER, SAMUEL**
WSBC, Chicago, Ill.
**REX, JOE**
WLOK, Lima, O.
**RIDENOUR, GORDON M.**
News Behind the News
Ridenour Checks the News
WEIM, Elmira, N. Y.
**RIDER, MAURY**
KIRO, Seattle, Wash.
**ROBBINS, BILL**
WCKY, Cincinnati, O.
**ROBINSON, WIP, III**
Wip Robinson & The News
WVVW, Fairmont, W. Va.
**ROBERTS, BILL**
WMT, Cedar Rapids, Ia.

**ROBINSON, PRESCOTT**
**Newscaster, b. March 25, 1913, Montreal, Can.: ed.: Exeter, Phillips & Worcester Academy; 8 AM and 11 AM News, also special documentary progs., narrator.**

**RODRIGUEZ, RAOUL**
Handy Andy News
KCOR, San Antonio, Tex.
**ROGERS, BILL**
CBS
**ROGERS, LEE**
Our City
KSAF, Nacogdoches, Tex.
**ROSE, BILLY**
Pitching Horseshoes
MBS
**ROSETTE, GEORGE**
WEVD, New York, N. Y.
**ROSS, JACK**
WHAM, Rochester, N. Y.
**RUE, JIM**
Orange County News
KVOE, Santa Anna, Calif.
**RUSH, JAMES**
Just News
WBBC, Flint, Mich.
**RUSSELL, DAVE**
Topline News
KFDM, Beaumont, Tex.
**RUNYON, BOB**
Six O'Clock Edition
KSDN, Aberdeen, S. D.
**RYAN, NED**
WHEN, Syracuse, N. Y.
**RYAN, RED**
News Analysis
WJJJ, Montgomery, Ala.
**RYKARD, BRIM**
Journal of the Air
WKIX, Columbia, S. C.

## —S—

**SABIN, JOHN**
World at One, Views on the News
WTMV, East St. Louis, Ill.
**SAERCHINGER, CESAR**
NBC
**SALVO, PAUL**
KCOK, Tulare, Calif.
**SANDERS, FRANK**
News to 6, News to Now
KFGO, Fargo, N. D.
**SANDS, DON**
Don Sands
WLTR, Bloomsburg, Pa.
**SARGENT, DWIGHT**
News With Sargent
WGAN, Portland, Me.
**SARKY, CLIFF**
News of the Moment
KFAM, St. Cloud, Minn.
**SARTRAIN, AUXFORD**
Sartrain Observations
WTBF, Troy, Ala.
**SAUNDERS, M. B.**
Between Items
WALD, Walterboro, S. C.
**SAVAGE, R. J.**
KCBC, Galveston, Tex.
**SAWYER, BILL**
News Ace
WJLB, Detroit, Mich.
**SCANLON, CORNELIUS**
WEEI, Boston, Mass.
**SCARBROUGH, JOHN**
WLAQ, Rome, Ga.
**SCARBROUGH, LARRY**
WOBS, Jacksonville, Fla.
**SCHENKER, ANDRE**
History in Headlines
WTIC, Hartford, Conn.

**SCHOENBRUN, DAVID**
CBS
**SCHWEER, ROLAND**
Around the Valley
KRIO, McAllen, Tex.
**SCHWEIKARDT, EDWARD**
WKMH, Dearborn, Mich.
**SCOTT, ALAN**
WCAU-TV, Philadelphia, Pa
**SCOTT, COLEMAN**
WGBR, Goldsboro, N. C.
**SECONDARI, JOHN**
CBS
**SEIBELS, GREN**
WIS, Columbia, S. C.
**SELLARS, LEE**
Special Events
WPIT, Pittsburgh, Pa.
**SERGIO, LISA**
WOV, New York, N. Y.
**SEVAREID, ERIC**
"News"
WTOP, Washington, D. C.
CBS
**SHADEL, WILLARD**
CBS
**SHAFER, JOHN**
WCBS-TV, New York, N. Y.
**SHANE, LEE**
Religion in the News
WKNA, Charleston, W. Va.
**SHAPIRO, MIKE**
Kaiser-Frazer News
KGKL, San Angelo, Tex.
**SHAW, DAVE**
Hollywood, Today
KRNO, San Bernadino, Calif.
**SHAW, GORDON**
WQAM, Miami, Fla.
**SHELL, TED (Reporters)**
CBS
**SHELLEY, JACK**
WHO, Des Moines, Ia.
**SHERWOOD, DON**
WTHI, Terre Haute, Ind.
**SHINKMAN, PAUL**
WBCC, Bethesda-Chevy Chase, Md.
**SHINN, JUNEAU H.**
The 6:45 Edition
KLIX, Twin Falls, Ida.
**SHIPLEY, JIM**
Today in Toledo
WTOP, Toledo, O.
**SHIRER, WILLIAM L.**
MBS
**SHOEMAKER, JACK**
KONO, San Antonio, Tex.
**SHREVE, GEORGE**
KRLC, Lewiston, Ida.
**SHRINER, TED**
KTJS News
KTJS, Hobart, Okla.
**SHUMWAY, HI**
World Today
WASK, Lafayette, Ind.
**SIEGRIST, ROBERT**
WGN, Chicago, Ill.
**SIMMONS, J. E., JR.**
Man in the Window
WCPS, Tarboro, N. C.
**SINGISER, FRANK**
WGY, Schenectady, N. Y.
**SLACK, BEN L., JR.**
The Town Crier
KVOA, Tuscon, Ariz.
**SLICHTER, HARRY**
News and Views
KDTH, Dubuque, Ia.
**SMITH, BECKLEY**
WJAS, Pittsburgh, Pa.
**SMITH, CHARLES J.**
WMIX, Mt. Vernon, Ill.
**SMITH, COURTNEY**
C. Smith & News
WEOA, Evansville, Ind.

**SMITH, ERLE**
Heart of America
KMBC, Kansas City, Mo.
**SMITH, KATE**
Kate Smith Speaks
MBS
**SMITH, LARRY**
KMPC, Los Angeles, Calif.
**SMITS, LEE**
WXYZ, Detroit, Mich.
**SOKOLSKY, GEORGE E.**
ABC
**SPECK, HUGO**
Hugo Speck Views the News
WFAA, Dallas, Tex.
**STADLER, GLEN**
WDGY, Minneapolis, Minn.
**STEPHEN, JOHN**
KTHT, Houston, Tex.
**STERNBERGER, ESTELL M.**
You and the News
WLIB, New York, N. Y.
**STEVENS, JACK**
News Digest
WLAW, Lawrence, Mass.
**STEWART, PEARSON**
Fact Finder
WKGN, Knoxville, Tenn.
**STILLE, ELBERT, JR.**
WHKC, Columbus, O.
**STONE, BOB**
Washington Today
KRNO, San Bernadino, Calif.
**STREET, BERNARD**
WLAQ, Rome, Ga.
**SULLIVAN, FLOYD**
Sully's Spotlight
KWTO, Springfield, Mo.
**SULLIVAN PAUL**
Paul Sullivan Reviews the News
KTOY, Sacramento, Calif.
**SULLIVAN, ROLAND**
WIKY, Evansville, Ind.
**SWAYZE, JOHN CAMERON**
NBC
**SWIFT, JACK E.**
KDKA, Pittsburgh, Pa.

## —T—

**TABACHNICK, GEORGE**
WXKW, Albany, N. Y.
**TAINTER, ERIC**
KCKN, Kansas City, Kans.
**TALBOT, BILL**
KOIL, Omaha, Neb.
**TANNEN, ERNEST**
Community Reporter
WGAY, Silver Springs, Md.
**TAYLOR, GEORGE**
Report to Trenton
WTTM, Trenton, N. J.
**THEERINGER, GEORGE**
News & Views
WRBL, Columbus, Ga.
**THOMAS, LOWELL**
CBS
**THOMPSON, BOB**
Tarheel Talks
WHPE, High Point, N. C.
**THOMPSON, CHARLES H.**
WNLC, New London, Conn.
**THOMPSON, PAUL**
Home Edition
WROM, Rome, Ga.
**TITCHENER, DOROTHY**
Your Chamber of Commerce Presents
WENE, Endicott, N. Y.
**TOMKINSON, E. G.**
WACO, Waco, Tex.
**TOMLINSON, EDWARD**
NBC
**TRAVIS, BILL**
WTUX, Wilmington, Del.
**TRAVIS, G. EDWARD**
Travis—News
WGH, Newport News, Va.
**TROUT, ROBERT**
NBC, CBS
**TUPPER, LAMONT**
Newsroundup
WCED, Dubois, Pa.
**TURNER, AL**
KLIF, Dallas, Tex.
**TURNER, ULMER**
Three Star Final
WJJD, Chicago, Ill.
**TURNER, ULMER**
WBDB, Chicago, Ill.
**TWEITO, DEAN**
Morningside Speaks
KTRI, Sioux City, Ia.

## —U—

**UEBELHART, JAMES**
Local News Review
WSPD-TV, Toledo, O.
**UTLEY, CLIFTON**
NBC

## —V—

**VALENTI, GIRALOMO**
Italian News
WNHC, New Haven, Conn.
**VAN, LYLE**
WOR, New York, N. Y.
**VANDEVENTER, FRED**
WOR, New York, N. Y.
**VASSY, TOM**
American Scene, Mid-Morning News
WFAK, Charleston, S. C.
**VEIGA, J. R.**
WNEL, San Juan, P. R.
**VENRICK, GLENN N.**
KGFL, Roswell, N. M.
**VON BERGEN, JOHN**
News with John Von Bergen
WARM, Scranton, Pa.
**VON TOBEL, PHILIP**
WATR, Waterbury, Conn.

## —W—

**WADDELL, JOHN**
The News
KIMO, Independence, Mo.
**WAGNER, BOB**
WBNS, Columbus, O.
**WALKER, DANTON**
Twin Views of the News
MBS
**WALLACE, EDWARD**
WNBK, Cleveland, O.
**WALLACE, ROBERT**
WSNY, Schenectady, N. Y.
**WALSH, FRANK J.**
WBCM, Bay City, Mich.
**WALSH, RAYMOND J.**
WMCA, New York, N. Y.
**WARREN, MATHEW**
Washington News Roundup
WEAM, Arlington, Va.
**WARREN, TOM**
Tom Warren & The News
KSO, Des Moines, Ia.
**WARRICK, BILL**
6:30 Final
WJOB, Hammond, Ind.
**WEAVER, MARK**
WKY, Oklahoma City, Okla.
**WEBB, GILBERT**
KCSB, Breckenridge, Tex.
**WEIMAN, JERRY**
WMCK, McKeesport, Pa.
**WEISMAN, JOHN, JUDGE**
Local Legislation
WGNS, Murfreesboro, Tenn.
**WERNER, STELLA**
WBCC, Bethesda-Chevy Chase, Md.
**WESTERHOLD, WILLIAM**
News Editor
WLEC, Sandusky, O.
**WESTON, EDWARD**
WCCC, Hartford, Conn.
**WHEELOCK, JOWARD E.**
WKNE, Keene, N. H.
**WHITAKER, GENE**
WDUK, Durham, N. C.
**WHITE, DON**
KIT, Yakima, Wash.
**WHITT, RICHARD**
WMTC, Vancleve, Ky.
**WIBBERLY, LEONARD**
News and You
KRIM, San Rafael, Calif.
**WILEY, VIC**
WWSC, Glens Falls, N. Y.
**WILLIAMS, CLANTON**
Background of the News
WSFA, Montgomery, Ala.
**WILLIAMS, DOC**
WADC, Akron, O.
**WILLIAMS, RUSS**
WHK, Cleveland, O.
**WILSON, BOB**
WADC, Akron, O.
**WILSON, REM**
Report on the World
WPDQ, Jacksonville, Fla.
**WILSON, WILLIAM R.**
KYW, Philadelphia, Pa.
**WINCHELL, WALTER**
Jergens Journal
ABC
**WOLF, JOH ALLEN**
WJJJ, Montgomery, Ala.
**WOLFE, ROGER**
WDSU-TV, New Orleans, La.
**WOLFERS, ALAN**
KWOC, Polar Bluff, Mo.
**WOMACK, GEORGE**
KEBE, Jacksonville, Tex.
**WOOD, JAMES ARTHUR**
Today's Commentary
WERD, Atlanta, Ga.
**WOOD, HARRISON**
The Changing World
ABC
**WOODHOUSE, JAMES C.**
News & Sports
WDNC, Durham, N. C.
**WORKHOVEN, MERRILL**
Highlights & Sidelights of the News
WOW, Omaha, Neb.
**WYATT, JOHN**
WGGG, Gainsville, Fla.
**WYMAN, MEL**
IMN News
KALL, Salt Lake City, Utah

## —Y—

**YOUGBLOOD, WES**
KFYO, Lubbock, Tex.
**YOUNG, GEORGE**
KAMQ Amarillo, Tex.

## —Z—

**ZACHARIAS, ELLIS E., ADMIRAL**
WMCA, New York, N. Y.
**ZAIMES, CHARLIE**
Charlie Zaimes Reporting
WALL, Middletown, N. Y.
**ZAREMBA, JACK**
Noonday News
WLAV, Grand Rapids, Mich.
**ZIEBARTH, E. W., DR.**
WCCO, Minneapolis, Minn.

*no matter how she blows*

# hot *or* cold

it's

# *Jerry* STRONG

*Day after day*
*from 6:05 to 9:30 A. M.*
*and from 12:30 to 1:30 P. M.*
*he LEADS THE PARADE*
*in capturing the hearts*
*of more listeners*
*because he's*

- **TOPS IN MUSIC**
- **TOPS IN CHATTER**
- **TOPS IN SHOWMANSHIP**

# WINX

Washington's 1st Independent Station

**1340 ON YOUR DIAL**

# Disc Jockeys
## (RADIO AND TELEVISION)
## —their work during 1948

### —A—

**ABBOTT, BOB**
1480 Club
KAUS, Austin, Tex.

**ABBOTT, TOM**
1450 Radio Row
WNOE, New Orleans, La.

**ADAMS, DANA**
Club 600
KTBB, Tyler, Tex.

**ADAMS, BERNIE**
Musical Clock
WPDQ, Jacksonville, Fla.

**ADAMS, GLENN**
Manhattan Matinee
WLIB, New York, N. Y.

**ADAMS, PAUL**
Musical Clock
KFRU, Columbia, Mo.

**AGRESTA, PHIL**
Tune Shop
WIS, Columbia, S. C.

**AIKEN, JIMMY**
KVOP, Plainview, Tex.

**ALDEN, NORM**
Rhythm Caravan
KXOL, Fort Worth, Tex.

**ALDRIDGE, JAY L.**
Meet the Artists
WROB, West Point, Miss.

**ALFRED, JERRY**
KPQ, Wenatchee, Wash.

**ALFRED, RUSTY**
Woodchoppers Ball
KTRE, Lufkin, Tex.

**ALISON, HUGH**
WGAC, Augusta, Ga.

**ALLEN, BOBO**
Musical Clock
KIOX, Bay City, Tex.

**ALLEN, DAVE**
Jukebox Serenade
WKAI, McComb, Ill.

**ALLEN, ERNIE**
Stardust Time, Ernie's Choice
KFAB, Omaha, Neb.

**ALLEN, HERB**
Top Tunes
KMPC, Los Angeles, Cal

**ALLEN, J. T.**
Coffee Cup Review
KXOX, Sweetwater, Tex.

**ALLEN, LEN**
Dawn Busters
KLO, Ogden, Utah

**ALLEN, LLOYD**
Music Round Turntable
KIGW, Alamosa, Colo.

**ALLEN, TED**
Allen's Frolics
KATE, Albert Lea, Minn.

**ALLEN, TOMMY**
KOCY, Oklahoma City, Okla.

**ALLEY, VERNON**
Down In Vernon's Alley
KROW, Oakland, Cal.

**AMADON, ARTHUR**
WBZ-WBZA, Boston, Springfield, Mass.

**AMOLS, MERVYN**
Anything Goes
WJLS, Beckley, W. Va.

**AMSBERRY, BOB**
Squirrely Bird
KEX, Portland, Ore.

**ANDERSON, GASTON**
Request Parade
WGWD, Gadsden, Ala.

**ANDERSON, HAROLD**
KPKW, Pasco, Wash.

**ANDERSON, MILTON**
11th Hour Dance Time
WMCK, McKeesport, Pa.

**ANDERSON, TOM**
1340 Club
WLDY, Ladysmith, Wis.

**ANDERSON, WARREN**
Ramblin Around
KSTT, Davenport, Ia.

**ANDRESON, ORVILLE**
KlibKwik
KWIK, Burbank, Cal.

**ANDREWS, BOB**
Musical Clock
WLBF, Leesburg, Fla.

**ANDREWS, DON**
Coffee Time
WKNX, Saginaw, Mich.

**ANDREWS, NEIL**
Request Time
WKRT, Cortland, N. Y.

**ANDREWS, VIC**
Kopp's Carnival
KEIO, Pocatello, Ida.

**ANISMAN, DOC**
1490 Club
KCIL, Houma, La.

**ANSON, BILL**
Hollywood, Bandstand
WFWB, Hollywood, Cal.

**ANSON, BRUCE**
Dancin' With Anson
KWIK, Burbank, Cal.

**ANTHONY, ROBERT**
Juke Box Revue
WMIX, Mt. Vernon, Ill.

**APPLE, BILL**
Stay Up Stan
KXA, Seattle, Wash.

**ARBUCKLE, BRYANT**
Clock Spinner
WAIR, Winston-Salem, N. C.

**ARCHER, JOHN**
Dial-A-Tune
WCMB, Lemoyne, Pa.

**ARIM, THOMAS**
Birthday Party
WSTV, Steubenville, O.

**ARMSTRONG, BOB**
660 Club
KOWH, Omaha, Neb.

**ARNOLD, ART**
Pap's Tunes, Bar None Ranch, Cactus Classics
KCKY, Coolidge, Ariz.

**ARNOLD, DON**
Sunday Serenade
WDHL, Bradenton, Fla.

**ARNOTT, BOB**
KYSM, Mankato, Minn.

**ARRASMITH, HERB**
West By Request
KERN, Bakersfield, Cal.

**ARTER, MALCUM**
You Name It
WKOK, Sunbury, Pa.

**ARTHUR, JON**
The Jon Arthur Show
WSAI, Cincinnati, O.

**ATCHISON, CHARLES**
Magic Valley Jamborce
WKAX, Birmingham, Ala.

**ATER, TOM**
Later With Ater
WKAB, Mobile, Ala.

**ATKINS, JIMMY**
Musical Alarm Clock
WSSB, Durham, N. C.

**ATKINSON, J. C.**
Wake Up With J. C.
WBBQ, Augusta, Ga.

**AUSLEY, WALLY**
The Bandstand
WSSB, Durham, N. C.

**AUSTIN, BOB**
Hillbilly Hit Parade
WFAK, Charleston, S. C.

**AUSTIN, RUSTY**
WBUD, Morrisville, Pa.

**AVRAM, BUD**
Bud's Platter Party
KWFC, Hot Springs, Ark.

### —B—

**BACON, BOB**
Bacon For Breakfast
WBRE, Wilkes-Barre, Pa.

**BADEAUX, ED**
The Mail Bag
KXYZ, Houston, Tex.

**BAILEY, CHARLES**
Meet The Band
WHBU, Anderson, Ind.

**BAILEY, DON**
Open House
KWLK, Longview, Wash.

**BAILY, BUD**
Treasure Chest
KGCX, Sidney, Mont.

**BAILY, CLIFF**
Music Hour
KVEC, San Luis Obispo, Cal.

**BAIRD, NEIL**
Off The Record, Ballroom Melody
KFFA, Helena, Ark.

**BAKER, JOHN**
Ramblin' Review
KWPM, West Plains, Mo.

**BAKER, TOBY**
WELI, New Haven, Conn.

**BALDWIN, BILL**
Bill Baldwin Matinee
KSFO, San Francisco, Cal.

**BALDRICA, MERY**
Fat May—The Record Man
WMIQ, Iron Mountain, Mich.

**BALL, RODGER**
Spanish d-j
WALT, Tampa, Fla.

**BANNON, RICHARD**
Western Serenade
KIYI, Shelbey, Mont.

**BARAGER, ROBERT**
Supper Serenade, Waltz Time
WNBZ, Saranac Lake, N. Y.

**BARBER, DICK**
Two On An Isle
KVNU, Logan, Utah
**BARBER, TOM**
Midnight Serenade
WLAK, Lakeland, Fla.
**BARKER, ROBERT**
KTTS, Springfield, Mo.
**BARLOW, JOHN**
Turntable Time
KGEM, Boise, Ida.
**BARNS, TEDDY**
Juke Box Review
WHAL, Shelbyville, Tenn.
**BARRETT, BILL**
KVOP, Plainview, Tex.
**BARRICK, ELDON**
Sunrise Serenade
KTRB, Modesto, Cal.
**BARRICKS, JOHNNY**
1490 Club
WKAY, Glasgow, Ky.
**BARRETT, RICK**
On The Sunny Side Of The Street
KTMS, Santa Barbara, Cal.
**BARRON, BILL M.**
Music Unlimited
KXGI, Fort Madison, Ia.
**BARRON, LEE**
Lee Barron Show
KOWH, Omaha, Neb.
**BARRY, BOB**
Bob Barry Show
WCAP, Asbury Park, N. J.
**BARRY, GENE**
Swing with WING
WING, Dayton, O.

**BARUCH, ANDRE**
Mr. & Mrs. Music (WMCA), New York, N. Y.
**BARTELL, ED**
The Golden Triangle
WPGH, Pittsburgh, Pa.
**BARTELL, PAUL**
Fox Club
WFOX, Milwaukee, Ill.
**BARTON, HAL**
Syncopation Time, Off The Record, Coffee Time
WTAD, Quincy, Ill.
**BATCHELOR, DICK**
WDBO, Orlando, Fla.
**BATEMAN, DOUGLAS**
Pleasure Patrol
WTAX, Springfield, Ill.
**BAUER, A. J.**
Alarm Clock
WINK, Fort Myers, Fla.
**BAXTER, CHARLES**
1230 Record Club
WTOL, Toledo, O.
**BAXTER, GORDON, JR.**
Stringbilly Jumbalyia
KPAC, Port Arthur, Tex.
**BEACHQOOD, BUD**
Turntable Roundup
KITO, San Bernadino, Cal.
**BEAN, BOB**
Bob Bean's Big Barn Bands
**BEARD, PAT**
Rare Old Records Session
WSTP, Salisbury, N. C.
**BEATTE, BILL**
Tempo Time
WGL, Fort Wayne, Ind.

**BEATTY, JAMES**
Nite Shift
WBRY, Waterbury, Conn.
**BEAMONT, PERRY**
Musical Clock
WOLK, Lima, O.
**BECK, C. C.**
On The Record
WLDY, Ladysmith, Wis.
**BECK, CARLETON**
Around the Town
WKBW, Buffalo, N. Y.
**BECKER, GEORGE**
Evenin' Heatwave
WEDC, Chicago, Ill.
**BECKER, HARRY**
This Is Becker
KIMO, Independence, Mo.
**BECKETT, RALPH**
Juke Box Review
KWIN, Ashland, Ore.
**BECKTEL, EARL**
1240 Night Club
WSNJ, Bridgeton, N. J.
**BEDAN, BIRD**
Disc & Data
WEAV, Plattsburg, N. Y.
**BEECHAM, W.**
Alarm Clock Club
WHOS, Decatur, Ala.
**BELDING, LEE**
You Name It
KXLO, Lewiston, Mont.
**BELL, DON**
Don Bell Show
KRNT, Des Moines, Ia.
**BELL, KEN**
Music 'til Midnight
WPDQ, Jacksonville, Fla.


1924 —o— 1949

from WJY-WJZ (remember?)
thru CBS-WABC (remember?)
to WMGM-WHN (remember?)

**SILVER ANNIVERSARY YEAR**

**"TED HUSING'S BANDSTAND"**

**twice daily on WMGM and WMGM-FM**

*In 1948*—Army Football games
Baltimore Colts football games
Indoor Track Meets at Madison Square Garden
Olympic Games for Voice of America
'Gator Bowl Game—full NBC net

*In 1949*—Mr. Busher at Churchill Downs . . .

**BELLAH, MILTON**
Bandstand
WDAR, Savannah, Ga.
**BELLAIRS, MALL**
Music For Men
WCFL, Chicago, Ill.
**BELLINGER, STEVE**
Pop Show
WTCJ, Tell City, Ia.
**BENEDICT, LOUIS P.**
199 Club
KUBC, Montrose, Cal.
**BENNETT, CLYDE**
WKLY, Hartwell, Ga.
**BENNETT, FRED**
Fred Bennett Show
WPEN, Philadelphia, Pa.
**BENNETT, M. J.**
M.J.B.
KSO, Des Moines, Ia.
**BENSON, AL**
Al Benson Show
WJJD, Chicago, Ill.
**BENSON, BOBO**
KYW, Philadelphia, Pa.
**BERG, ALLEN**
Turn Table Time
KSBW, Salinas, Cal.
**BERG, HAL & BRODE, BUDDY**
Club Swing Time
WILK, Wilkes-Barre, Pa.
**BERGEN, RONN**
Coffee Pot
WHOL, Allentown, Pa.
**BERGMAN, ALAN**
Midnight in Syracuse
WNDR, Syracuse, N. Y.
**BERGSTROM, ART**
Timekeeper
WMMW, Meriden, Conn.
**BESSE, HARRY**
Main Stem Derby
KSWI, Council Bluffs, Ia.
**BETTERS, MITCHELL C.**
WTHT, Hartford, Conn.
**BETZ, CARL**
Swing Shift
WCAE, Pittsburgh, Pa.
**BICKNELL, MAX**
Club Carousel
KIUL, Garden City, Kans.
**BIGLEY, DAVID E.**
Requestfully Yours
WJOI, Florence, Ala.
**BILLINGSLEY, JOHN**
KSFA, Nacogdoches, Tex.
**BINGHAM, PETE**
Atomic Boogie
WJOI, Florence, Ala.
**BIRMINGHAM, JOHN**
1450 Club
WNBZ, Saranac Lake, N. Y.
**BISH, DON**
At Your Request
KGEM, Boise, Ida.
**BISHOP, CLAY**
Boots and Saddles
KSEM, Moses Lake, Wash.
**BLACK, BERNIE**
For You By Request
WGPA, Bethlehem, Pa.
**BLACK, JOHN**
Dawn O'Day
KGB, San Diego, Cal.
**BLACK, HOWARD**
Rise 'N' Shine
KAY, Phoenix, Ariz.
**BLACKBURN, ROBERT**
KFRE, Fresno, Cal.
**BLAGG, BOB**
Record Reveille
WDNE, Elkins, W. Va.
**BLAIR, LARRY**
WTJS, Jackson, Tenn.
**BLAKE, BRUCE**
Music for Ohio
WHKK, Akron, O.
**BLANCHARD, LOWELL**
Music Clock
WNOX, Knoxville, Tenn.
**BLECKLEY, JOHNNY**
Record Party
WCJU, Columbia, Miss.
**BLOCK, MARTIN**
Make Believe Ballroom (WNEW); Chesterfield Supper Club (NBC); The Martin Block Show (MBS); Martin Block's Musical Merry-Go-Round Series at M-G-M; Martin Block Music Corp. (Hollywood, Calif); Martin Block Studio at Encino, Cal.
**BOARDMAN, FRANK**
1380 Club
KSWO, Lawton, Okla.
**BOBB, CHARLIE**
Sunset & Vine
KVOB, Alexandria, La.
**BOGARTE, HOWARD**
Music In The Night
WFAA, Dallas, Tex.


MORT NUSBAUM

**Emcee**

**WHAM — Rochester**
50 KW—NBC
**1948-1949**

**CINDERELLA WEEK-END**
(Quiz Show)
**YOU CAN BE A STAR**
(Talent Hunt)
**MEET ME AT THE TRITON**
(Disc Show from Night Club)
**CLOCK WISE**
(Morning Show)

*Best Wishes From*

**Bea Wain**

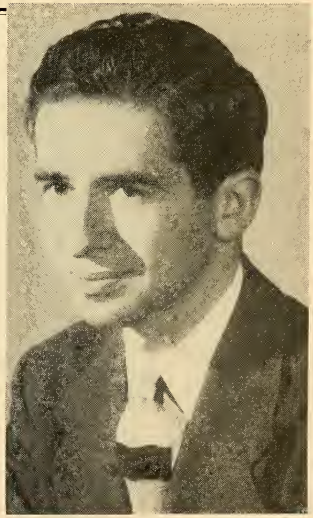
**Andre Baruch**

**Wayne Baruch**

". . . . we extend felicitations and congratulations to the management and staff of THE ASSOCIATED PRESS and our fellow members for their achievement in developing THE ASSOCIATED PRESS into the preeminent position it now holds throughout the world as a vehicle for gathering and distributing news, and assure them that we are looking forward to doing our part in helping maintain and strengthen the standard of THE ASSOCIATED PRESS as a dependable news gatherer in the years to come." — *Resolution adopted by Arkansas Associated Press Broadcasters on November 14, 1948.*

**BOGDEN, HILARY**
Comes Seven
WJAS, Pittsburgh, Pa.
**BOGGESS, JOHN**
All Request Hour
WLAG, La Grange, Ga.
**BOLEN, JIM**
1020 Club
WCIL, Carbondale, Ill.
**BOLES, PAUL**
Don't Look Now
WFUR, Grand Rapids, Mich.
**BOLIN, ART**
Swing Session
WARM, Scranton, Pa.
**BONDARIN, AV.**
Three O'Clock Special
KFOR, Lincoln, Neb.
**BONER, LEE**
Saturday Swing Session
KAWT, Douglas, Ariz.
**BOOEN, SHERM**
Friendly Time
WDGY, Minneapolis, Minn.
**BOOM, JANE**
Package From Parkers
WOC, Davenport, Ia.
**BORTWICK, BILL**
Anything Goes
WBRC, Birmingham, Ala.
**BOSWORTH, GRANT**
Hayloft Hit Parade
KJAM, Vernal, Utah
**BOUCHIER, GENE**
600 Club
WPDQ, Jacksonville, Fla.
**BOYLAY, ROBERT**
Say It With Music
WHYN, Holyoke, Mass.
**BOWER, DICK**
Dance Roundup
WRAK, Williamsport, Pa.
**BOWLES, SHANNON**
Grapevine Party Line
KELD, El Dorado, Ark.
**BOYD, HARVEY**
KWBC, Fort Worth, Tex.
**BOYLE, WILLIAM**
Journeys Into Jazz, Comin' Right Up
WGRD, Grand Rapids, Mich.
**BOYETT, PAT**
Rhythm Express
KONO, San Antonio, Tex.
**BOYSEN, JIM**
Jim Boysen Show
WTC, Minneapolis-St. Paul, Minn.
**BRADFORD, JOHNNY**
Johnny Bradford Show
WRC, Washington, D. C.
**BROWN, SAM**
Music Hall
WINX, Washington, D. C.
**BRADLEY, BILL**
Breakfast With Bradley
WLYN, Lynn, Mass.
**BRADLEY, BOB**
Patter & Platter Time
WDAY, Fargo, N. Dak.
**BRANDL, MILT**
WISN, Milwaukee, Wis.
**BRANT, BILL**
Midnighter's Club
KDKA, Pittsburgh, Pa.
**BREENE, PAT**
Whittier Square Matinee, Record Roundup
KTUL, Tulsa, Okla.
**BREEZY, CHUCK**
Rhythm Roundup
KDLK, Del Rio, Tex.
**BRENT, LEE**
WJOL, Joliet, Ill.
**BREWER, DAN**
Mail Bag
WMRN, Marion, O.
**BRICE, BE**
Anything Goes—and Does
WTPR, Paris, Tenn.
**BRIEN, PAYTON**
Breakfast with Brien
WDXB, Chattanooga, Tenn.
**BRIGHT, HOWARD**
Alarm Clock Club
WKMO, Kokomo, Ind.
**BRITT, PAUL**
Teen Time, Groove Graveyard
KCOL, Fort Collins, Colo.
**BROILERS, MARK**
Dance Club
KGNO, Dodge City, Kans.
**BROKENSHIRE, NORMAN**
WNBC
"Norman Brokenshire Show'
**BROOKINS, DON**
Brookins Incorporated
WDLP, Panama City, Fla.

THIS IS YOUR
BROADWAY AND HOLLYWOOD
REPORTER AND RECORDER
JACK EIGEN
SAYING
"MEET ME AT
THE COPA"
EVERY NIGHT—12 TO 4 A.M.
WINS-WLW
• • • • • •
AND ON TV
"I'M AT DUMONT"
THURSDAYS 7:45 P.M.
• • • • • •
SPECIAL TO FRED ALLEN
"THANKS"
WILBUR STARK - JERRY LAYTON
Program Productions
551 5th Ave. • NEW YORK 17, N.Y.



**Joe Franklin**
"The Young Man With the Old Records"

**BROOKS, BOB**
Musicology
WSCR, Scranton, Pa.
**BROOKS, FOSTER**
Million Dollar Ballroom
WKBW, Buffalo, N. Y.
**BROOKS, GEORGE L.**
Hillbilly Hit Parade
KDIX, Dickinson, N. Dak.
**BROOKS, TOM**
Merry Go Round
KAWT, Douglas, Ariz.
**BROOKS, TOM**
Babbling Brook
WHAW, Weston, W. Va.
**BROPHY, BILL**
Brunch With Brophy
WKNY, Kingston, N. Y.
**BROWN, BILL**
The Nut Club
WIKK, Erie, Pa.
**BROWN, BOB**
WEPM, Martinsburg, W. Va.
**BROWN, BOB**
Music Room, Punch Bowl Show
WMID, Atlantic City, N. J.
**BROWN, FRANK ROBINSON**
KHUM, Eureka, Cal.
**BROWN, GERALD**
Brown's Derby
WGRC, Louisville, Ky.
**BROWN, HARVEY**
Platter Party
WLBF, Leesburg, Fla.
**BOWNING, BILL**
KMON, Great Falls, Mont.

**BRUCE, LATHROP**
Designs In Harmony
KTIM, San Rafael, Cal.
**BRUCE, RAMON**
Ravin' With Ramon
WHAT, Philadelphia, Pa.
**BRUNCH, TAYLOR**
WIRR, Dallas, Tex.
**BRYANT, FLOYD**
Early Bird Program
KFXD, Nampa, Ida.
**BRYANT, KENNY**
Suppertime Frolics
WKEY, Covington, Va.
**BRYANT, WILLIE**
After Hours Swing
WHOM, New York, N. Y. & Jersey City, N. J.
**BUBP, ROBERT**
WPTW, Piqua, O.
**BUCHANAN, BRUCE**
Dixie, Jamboree
WMFD, Wilmington, Del.
**BUCHANAN, DEAN**
Platter Party
KCSU, Provo, Utah
**BUCKLEY, DICK**
11th Hour
WANE, Fort Wayne, Ind.
**BUECHLER, JACK**
Juke Box Review
WEKT, Milwaukee, Wis.
**BUETTNER, AL**
Music 'Til Past Midnight
WTMJ, Milwaukee, Wis.
**BULLINGTON, BILL**
1450 Club
KSGM, Ste. Genevieve, Mo.

**BURGE, RALPH**
Breakfast With Burge, Jam For Supper
WJBO, Baton Rouge, La.
**BURKE, JACK**
Spinner's Sanctum
WICY, Malone, N. Y.
**BURKHEAD, WILLIE**
Morning Melodies
KTTR, Rolla, Mo.
**BURNS, DARREL**
Five Five Club
KXLE, Ellensburg, Wash.
**BURNS, ROGER**
Melody Time
WBEL, Beloit, Wis.
**BURNSIDE, CURTIS**
KYJC, Medford, Ore.
**BURT, BILL**
For Shutins
WCOL, Columbus, O.
**BURTON, BOB**
Breakfast With Burton, Rhythm by Request
WEEK, Peoria, Ill.
**BURTON, LINN**
Platter Party
WENR, Chicago, Ill.
**BUSSE, AL**
WSUA, Bloomington, Ind.
**BUTLER, JOSEPH**
WKZO, Kalamazoo, Mich.
**BYRD, HERBERT**
KXLR, No. Little Rock, Ark.

## —C—

**CALDWELL, LARRY**
Breakfast Varieties
WAVL, Apollo, Pa.

TED STEELE

The JOHNNY CLARKE Show

**CALLIGNA, CLAYTON V.**
Make Believe Danceland
WFRP, Savannah, Ga.

**CALVERT, ROBERT**
Moods in Rhythm
WAJR, Morgantown, W. Va.

**CAMERON, FRANK**
Call To Breakfast
WHAV, Haverhill, Mass.

**CANDEDO, LOUIS**
740 Club
WORZ, Orlando, Fla.

**CAPPELMAN, CHARLES**
In The Groove
WRVA, Richmond, Va.

**CARBAJAL, GEORGE**
1230 Club
KWTC, Barstow, Cal.

**CAREY, RALPH**
KSWI, Council Bluffs, Ia.

**CARLTON, KEN**
WLOX, Biloxi, Miss.

**CARROL, JAMES**
Name The Tune
WBBB, Burlington, N. C.

**CARROLL, RAY**
After Hours Swing
WHOM, New York, N. Y. & Jersey City, N. J.

**CARROLL, ROBERT C.**
Morning Varieties
WRHI, Rock Hill, S. C.

**CARROLL, VINCENT**
Breakfast Parade
WBAX, Wilkes-Barre, Pa.

**CARSWELL, TOM**
Studio Party
WORZ, Orlando, Fla.

**CARTER, ALLA**
Capital Club, Baby Sitters' Ball
WPTR, Albany, N. Y.

**CARTER, ED**
Ed's Record Rack
WACE, Chicopee, Mass.

**CARTER, JACK**
Radio Juke Box
KSEO, Durant, Okla.

**CARTER, LeROY**
Carters Clambake
KCTX, Childress, Tex.

**CARTER, SAM**
WCAV, Norfolk, Va.

**CARY, TOM**
KFEQ, Disc Derby
KFEQ, St. Joseph, Mo.

**CARTER, VAL**
You Asked For It
WJOY, Burlington, Vt.

**CARTWRIGHT, LOWELL**
Impressions in Wax
WRUN, Utica, N. Y.

**CARVER, CAMPBELL**
Morning In Montgomery
WMON, Montgomery, W. Va.

**CAUSEY, DON**
Rise And Shine
KHOZ, Harrison, Ark.

**CAVANAUGH, JOE**
Hi Neighbor
WARD, Johnstown, Pa.

**CAVITT, DON**
Waxing Wise
WHBY, Appleton, Wis.

**CASEY, MARY**
For The Ladies
WJPG, Green Bay, Wis.

**CASHION, JOHN T.**
Daybreak Jamboree, 810 Club
WKBC, North Wilkesboro, N. C.

**CASSELMAN, CHET**
Time Out For Music
KERN, Bakersfield, Cal.

**CATON, EARL, JR.**
Waiting For Caton
WKDK, Newberry, S. C.

**CAUDHILL, CARL**
Caudhille's Carnival
WWNF, Fayetteville, N. C.

**CEDRIC, SIR**
Sir Cedric
KTRM, Beaumont, Tex.

**CERULA, PAUL**
The Timekeeper
WVPO, Stroudsburg, Pa.

**CESSNA, R.**
By Request
WOAP, Owosso, Mich.

**CHAPEAU, TED**
Lazy Bones, Sky Commuter
WMBR, Jacksonville, Fla.

**CHAPMAN, CHUCKLE**
Breakfast With Chuckles
WISH, Indianapolis, Ind.

**CHAPMAN, FRED**
Whistlin' In The Dark
WILK, Wilkes-Barre, Pa.

**JACK LACY**
"Listen To Lacy"
"Bushels Of Fun"
M.C.—Quiz Master—Disk Jockey
**WINS**

**MAURICE HART**
ANNOUNCER—PRODUCER—NARRATOR
"Start-The-Day-Right" 6 to 7 Ayem
"Memory Lane" 10:30 to 11:00 Ayem
MONDAY THRU SATURDAY
**KFWB**

**CHARLES, JERRY**
At Home With Jerome
WTOR, Torrington, Conn.

**CHARLES, VAN**
WIBK, Knoxville, Tenn.

**CHASE, BRANDON**
WLC, New London, Conn.

**CHASE, BUD**
1290 Club
WMLO, Milwaukee, Wis.

**CHASE, EDDIE**
Off The Record
WOOD, Grand Rapids, Mich.

**CHASE, GLEN**
Dance Time
KCRA, Sacramento, Cal.

**CHESTER, BOB**
Bob Chester Show
WKMH, Dearborn, Mich.

**CHRISTENSEN, FRED**
Rhythm Express
WMPS, Memphis, Tenn.

**CHRISTENSON, ROYCE**
It's Up To You
KTRE, Lufkin, Tex.

**CHRISTIE, LEWIS**
Eye Opener
KOCA, Kilgore, Tex.

**CHRISTIE, PHIL**
WVOM, Boston, Mass.

**CLAIR, JOHNNY**
Clair On The Air
WHYU, Newport News, Va.

**CLARK, BILL**
Please Play
KHUZ, Borger, Tex.

**CLARK, INGRAHAM**
1400 Club
KREO, Indio, Cal.

**CLARK, LOWELL**
KGFF, Shawnee, Okla.

**CLARK, WARREN**
920 Club
KFXJ, Grand Junction, Colo.

**CLARKE, JOHNNY**
Announcer, Narrator; b. Kingston, O., May 10, 1913; ed. U. of Cinn., Cincinnati Conservatory of Music, Miami U. (Ohio); Going to Town, Three Corner Club (WINS); Rittenhouser Chimes Show (TV) The Johnny Clarke Show (WNJR).

**CLARKSON, HARRY**
Sat. Afternoon Sports Parade
WBBC, Bethesda-Chevy-Chase, Md.

**CLAYTON, BOB**
Tunes & Trivia
WJAS, Pittsburgh, Pa.

**CLAYTON, ROBERT**
WJIM, Lansing, Mich.

**CLEAVER, MARSHALL S.**
Polka Dota
WKAP, Allentown, Pa.

**CLEMET, JOHNNY A.**
Milkman's Matinee
WARD, Johnstown, Pa.

**CLIFTON, JACK**
Clifton Comes Calling
WJMO, Cleveland, O.

**COCHRAN, PAUL**
1190 Club
KWHK, Hutchinson, Kans.

**CODDON, HAL**
Cheatin' On The Sandman, Cotton Tales
KFMB, San Diego, Cal.

**COLE, GEORGE**
Cole-cuts
KFOX, Long Beach, Cal.

**COLE, MAX**
Wake Up New York
WOV, New York, N. Y.

**COLE, STEVE**
Music In The Afternoon
WHCU, Ithaca, N. Y.

**COLEE, DONN R.**
Club 1240
WLBF, Leesburg, Fla.

**COLEMAN, PAUL**
Timekeeper
WINR, Binghamton, N. Y.

**COLONNA, VICTOR**
The Night Owl
WMTW, Portland, Me.

**COLTON, MIFF**
Wake Up Maine
WLAM, Lewiston, Me.

**COMO, HUNTER**
Hunter Como Show
KDAL, Duluth, Minn.

**CONNER, BILL**
Friendly Time
WEBC, Duluth, Minn.

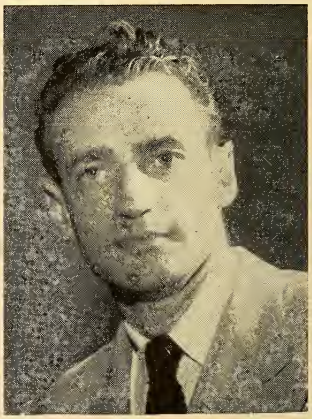
**CONRAD, STAN**
Carolina Reveille
WSJS, Winston-Salem, N. C.

**CONWAY, TOM**
Time For Dancing
WHIS, Bluefield, W. Va.

**COOK, BOBBY**
KWFT, Wichita Falls, Tex.

**COOK, CLARK**
Afternoon Agenda
KTMS, Santa Barbara, Cal.

JACK STERLING
"The Jack Sterling Show"
6-7:45 a.m.—CBS



BOB POOLE
"POOLE'S PARADISE"
Monday thru Friday — 9:30-10 a.m.
Saturdays — 3-3:30 p.m.
MBS

**COOK, IRA**
Sunday Record Session
KMPC, Los Angeles, Cal.
Dance Time
KFAC, Los Angeles, Cal.

**COOK, JACK**
1240 Club, What's Cookin'
KRDO, Colorado Springs, Colo.

**COOK, JAMES R.**
Country Boy, Chuckwagon, Alarm Clock Club
WGBA, Columbus, Ga.

**COOK, VERN**
Vern Cook Show
WGY, Schenectady, N. Y.

**COONTZ, EDDIE**
Eddie's Corner Store
KOMA, Oklahoma City, Okla.

**COOPER, JACK L.**
Rug Cutters' Special
WSBC, Chicago, Ill.

**COOPER, VERNON**
Musical Mailbox
WCNU, Crestview, Fla.

**COPE, FRANK**
Alarm Klok Klub Matinee
KJBS, San Francisco, Cal.

**CORNIEA, TOM**
KDEC, Decorah, Ia.

**CORLEY, GORDON**
Time To Dance
KFKA, Greeley, Colo.

**COURTNEY, ALAN**
MBS, WNEW

**COWART, MYRL**
Campus Capers
WFOY, St. Augustine, Fla.

**CRABBE, WILLIAM A.**
KRUZ, Santa Cruz, Cal.

**CRAGER, ROBERT**
Melody Matinee
WWCO, Waterbury, Conn.

**CRAIG, E. G.**
Shopping Guide
KCLE, Cleburne, Tex.

**CRAIG, GEORGE**
Coffee With Craig
KFDX, Wichita Falls, Tex.

**CRANDALL, PAUL**
Yawn Patrol
WROM, Rome, Ga.

**CRANE, BEN**
Century 8 Club
KXIC, Iowa City, Ia.

**CRAVEN, HAROLD**
Off The Record
WHPE, High Point, N. C.

**CRIST, JIM**
Morning In Maryland
WFBR, Baltimore, Md.

**CRIST, PHIL**
Morning In Maryland
WFBR, Baltimore, Md.

**CROCKER, JERRY**
Crocker's Clambake
WMOA, Marietta, O.

**CROCKER, LEE**
Needlework
KOMO, Carthage, Mo.

**CROFFORD, GEORGE**
1510 Club
KOCS, Ontario, Cal.

**CROWE, GORDON**
Tom Thumb
KALL, Salt Lake City, Utah

**CROWE, HILTON**
WALT, Tampa, Fla.

**CRUISER, ED**
WERC, Erie, Pa.

**CUDABAC, BILL**
1130 Club
KWKH, Shreveport, La.

**CURRY, DON**
Don's Matinee
KSJO, San Jose, Cal.

**CURTIS, GEORGE**
560 Review
WGAN, Portland, Me.

**CURTIS, KEN**
All Alone Club
KELK, Elko, Nev.

**CUTTING, DICK**
Downbeat Club
KBUC, Corona, Cal.

**CUTTING, DICK**
Magic Bandstand
KCSB, San Bernadino, Cal.

## —D—

**DABECCO, HENRY**
WJAS, Pittsburgh, Pa.

**DAHLBERG, JERRY**
Gotta Match Jo
KROX, Crookston, Minn.

**DAHLING, JOE**
Platter Parade
WLDY, Ladysmith, Wis.

TEDD LAWRENCE
WLIB

ART SCANLON
Humorist
WINS
New York

**DALE, REX**
Breakfast Time
WCKY, Cincinnati, O.
**DANIELS, PAUL**
Matinee
WWNH, Rochester, N. H.
**D'ARCY, BOB**
KPKW, Pasco, Wash.
**DARY, ALAN**
WBRY, Waterbury, Conn.
**DAUGHERTY, BERT**
Yours For The Asking
KWAL, Wallace, Ida.
**DAUGHERTY, DOC**
1250 Lunch Club
WNOW, York, Pa.
**DAVIDSON, DOM**
WTJS, Jackson, Tenn.
**DAVIDSON, TOM**
Swing Shift
WCCA, Pensacola, Fla.
**DAVIS, BILL**
Dialing Davis
WBLJ, Dalton, Ga.
**DAVIS, DAN**
Club 1270
KIOX, Bay City, Tex.
**DAVIS, DON**
Flying Disks, Rise and Shine
KFRC, San Francisco, Cal.
**DAVIS, EDDIE**
Morning Merry-Go-Round
WTOC, Savannah, Ga.
**DAVIS, EDWARD**
1450 Club
WFPG, Atlantic City, N. J.
**DAVIS, GEORGE**
Turntable Travels
WRBL, Columbus, Ga.
**DAVIS, JOHN L.**
Covington, Va.
**DAVIS, H. KEN**
Twilight Trails
KRNO, San Bernardino, Cal.
**DAVIS, OVIDE**
1490 Club
KCIL, Houma, La.
**DAWSON, TOM**
Off The Record
KTXN, Austin, Tex.
**DAWSON, WILLIAM H.**
1400 Club, The Housewife Request, Coffee Time
WPAY, Portsmouth, O.
**DAY, BOB**
Katy Klub
WKTY, LaCrosse, Wis.
**DAY, MAX**
Rompin' & Stompin'
WKMO, Kokomo, Ind.
**DE ALESSI, GENE**
Coffee Club
KTIM, San Rafael, Cal.
**DEAN, BOB**
Platter Slants
WJOB, Hammond, Ind.
**DEANE, JOE**
Open House
WHEC, Rochester, N. Y.
**deBIE, DICK**
1450 Club
KSIG, Crowley, La.
**DEE, TOMMY**
Rise & Shine
WSBT, South Bend, Ind.
**DEERING, DEE**
Dee Deering
WDUK, Durham, N. C.
**DeGRAVELLE, ROU**
Good Morning Farmer Friend
KROF, Abbeville, La.
**DE LA GARZA, RAMERO**
Attardecer Mexicanos
KURV, Edinburg, Tex.
**DELANEY, CHUCK**
Club 1340
WCBI, Columbus, Miss.
**DELLINGER, JOHN**
Club 1340
WJRI, Lenoir, N. C.
**DENMON, PAUL**
WKWF, Key West, Fla.
**DENWITT, PAUL**
Magic Valley Serenade
KRIO, McAllen, Tex.
**DEPPEN, STAN**
Tunes in Tempo
WSBA, York, Pa.
**DERBY, CLIFF**
Tunes 'Round Noon
WAOV, Vincennes, Ind.
**DeVICTOR MARTY**
WBNS, Columbus, O.
**DICKLER, SID**
Disc Diggin'
WHOD, Homestead, Pa.
**DIETZ, ROBERT**
WBSR, Pensacola, Fla.
**DILL, GLEN**
The Sundial
WTSP, St. Petersburg, Fla.
**DILLINGHAM, ALEX**
Club 1430
WILS, Lansing, Mich.
**DILLNER, BILL**
WEDC, Chicago, Ill.
**DIXON, MASON**
Yawn Patrol
KICD, Spencer, Ia.
**DIXON, PAUL**
WCPO, Cincinnati, O.
**DOBEY, JOHN**
Joplin John
KFMJ, Tulsa, Okla.
**DODDS, JOE**
Pot Luck Party
KVVC, Ventura, Cal.
**DOGGETT, JERRY**
WIRR, Dallas, Tex.
**DOMEC, JONNY**
Disking With Domec
KROF, Abbeville, La.
**DON, Uncle**
Uncle Don's Record Party
WOR, New York, N. Y.
**DONAGHUE, STEVE**
Pop Melody Time
WAGM, Presque Isle, Me.
**DONALDSON, BOB**
WJJJ, Montgomery, Ala.
**DONEY, JIM**
WSRS, Cleveland Heights, O.
**DONOHOE, THOMAS H.**
Luncheon Melodies
WRUF, Gainsville, Fla.
**DOREY, RAY**
Turntable Terrace
WBZ - WBZA, Boston - Springfield, Mass.
**DORSEY, BILL**
Sunnyside
WSKY, Ashville, N. C.
**DOSTER, TOMMY**
Georgia Hayride
WAGA, Atlanta, Ga.
**DOUGLAS, HUGH**
Tops In Town
WCFL, Chicago, Ill.
**DOUGLAS, WOLLY**
WCAV, Norfolk, Va.
**DONEY, BILL**
WISN, Milwaukee, Wis.
**DOWNEY, JACK**
WONS, Hartford, Conn.
**DOWNING, CLYDE**
Musical Clock
WOBT, Rhinelander, Wis.
**DONING, VERNON**
KRKO, Everett, Wash.
**DREPPERD, BOB**
Norning In Norfolk
WLOW, Norfolk, Va.
**DREXLER, JIM**
570 Club
WMAM, Marinette, Wis.
**DREYFUSS, DICK**
Discs by Dick
WAGM, Presque Isle, Me.
**DRUM, DEWEY**
Early Riser Club
WSOC, Charlotte, N. C.
**DUBAR, DENISE**
CKAC, Montreal, Que., Canada
**DU BOIS, CHARLES**
Wax Works, KBMY, Billings, Mont.
**DUDLEY, DICK**
WNBC, Rockaby Dudley
**DUDLEY, MARY**
Movin' Round
WHOD, Homestead, Pa.
**DUMAS, ROLAND**
Tops In Pops
WMAS, Springfield, Mass.
**DUNAWAY, JAMES C.**
1100 Club
WLBB, Carrollton, Ga.
**DUNBAR, ED**
WBBQ, Jamboree
WBBQ, Augusta, Ga.
**DUNBAR, WALT**
Turntable Terrace
WBET, Brockton, Mass.
**DUNCAN, JIM**
Requestfully Yours
WEBQ, Harrisburg, Ill.
**DUNFORD, HOWARD**
Club 1490
WMRN, Marion, O.
**DUNHAM, JIM**
Polka Time
WMMW, Meriden, Conn.
**DUNLAP, WALLACE**
Dial Dunlap
WLIZ, Bridgeport, Conn.
**DUNN, BILL**
By The Numbers
WKBN, Youngstown, O.
**DUNN, TON**
Music Review
WCYB, Bristol, Va.
**DUNNE, BOB**
16th St. Parade
WEXT, Milwaukee, Wis.
**DURAND, TOM**
Dance Party
WTTM, Trenton, N. J.
**DURBIN, EUGENE**
Bandstand
KOCS, Ontario, Cal.
**DUTY, EDWARD**
KRUZ, Santa Cruz, Cal.
**DURVALL, JERRY**
1230 Club
KTRF, Thief River Falls, Minn.
**DYER, BILL**
Top Of The Morning
KSJO, San Jose, Cal.

## — E —

**EARL, GLENN**
Record Reveille
KPBX, Beaumont, Tex.
**EARLE, ROBER**
Platter Party
WCLA, Baton Rouge, La.
**ECKERT, EDWARD**
Rhythm, Corral
WKNY, Kingston, N. Y.
**EDGAR, BILL**
WBEJ, Elizabethton - Johnson City, Tenn.
**EDWARD, GENE**
Falstaff Serenade
WOW, Omaha, Neb.

**EDWARDS, FRED**
KLIF, Dallas, Tex.
**EDWARDS, TOM**
Jam For Supper
KICD, Spencer, Ia.
**EDWARDS, WARREN**
Take It Easy Time
WISR, Butler, Pa.
**EICHEN, AL**
WISLin' Time
WISL, Shamokin, Pa.
**EICHER, ROBERT**
Century Club
WBEL, Beloit, Wis.
**EIGEN, JACK**
Meet Me At The Copa (WINS); DuMont Television.
**ELLETT, DUANE**
WHO, Des Moines, Ia.
**ELLINGTON, DUKE**
WMCA, New York, N. Y.
**ELLIOT, CHARLES**
Atomic Boogie
WMGY, Montgomery, Ala.
**ELLIOT, DON**
WCON, Atlanta, Ga.
**ELLIOTT, BLL**
Hits for the Mrs.
KERO, Bakersfield, Calif.
**ELLIS, JACK**
Melody Matinee
WKBN, Youngstown, O.
**ELLIS, LEE**
WSPR Rhythm Society
WSPR, Springfield, Mass.
**ELLIS, LORRAINE**
Saturday Night House Party
WSPR, Springfield, Mass.
**ELLSWORTH, LEO**
Matinee Melange
KWEI, Ida.
**ELSTON, BOB**
Club 970
WJMX, Florence, S. C.
**ELY, HUGH**
Poor Man's Alarm Clock
WNVA, Norton, Va.
**EMERALD, GENE**
Gene Emerald Show
KRNT, Des Moines, Ia.
**EMMERICH, LEE**
Date With a Disc
WKOX, Framingham, Mass.
**ENGLE, ROBERT**
1480 Club
**EARLE, STANLEY**
Anything Goes
KAYL, Storm Lake, Ia.
**ERWIN, TOMMY**
Rise & Smile
KVOB, Alexandria, La.
**EVANS, BILL**
Wax and Needle Club
WCFL, Chicago, Ill.
**EVANS, CLAUDE**
Rural Rhythm
KSWM, Joplin, Mo
**EVANS, JEFF**
After Hours
KRUL, Corvallis, O.
**EANS, JOHN**
Danee Time
WCOS, Columbia, S. C.
**EVANS, JOHN**
Mail Bag
WMON, Montgomery, W. Va.
**EVERSON, BOB**
Hillbilly Ranch
KLEE, Houston, Tex.
**EVERSON, CHRIS**
Solid Senders Club
WMOX, Meridian, Miss.
**EYRICH, DICK**
Matinee Frolick
WSIR, Winter Haven, Fla.

## — F —

**FACEMEYER, ROY**
Jersey Jamboree
WSNJ, Bridgeton, N. J.
**FAHEYN, JOHN**
Side by Side
KNEW, Spokane, Wash.
**FAIRCHILD, CHUCK**
Rhythm at Random
WBUX, Doylestown, Pa.
**FANNING, BILL**
KRKO, Everett, Wash.
**FARMER, JON**
Early Worm
WAGA, Atlanta, Ga.
**FARRISS, WAYNE**
680 Klub
WCLE, Clearwater, Fla.
**FAULK, A. L.**
WCKB, Dunn, N. C.
**FEAGANS, EARNIE**
Feagan's Follies
WDOD, Chattanooga, Tenn.
**FEATHER, LEONARD**
Jazz at Its Best
WMGM, New York, N. Y.
**FEIN, MEL**
Club 1310
WGAT, Utica, N. Y.
**FELLER, SHERM**
Club Midnight
WEEI, Boston, Mass.
**FERESTAT, DICK**
Platter Chatter
KKIN, Visalia, Calif.
**FIELDS, CHUCK**
KWIN, Ashland, Ore.
**FIELDS, BILL**
Swing Session
WZIP, Covington, Ky.
**FINCH, BUD**
WELI, New Haven, Conn.
**FINCH, DEE**
WNEW, New York, N. Y.
**FINGER, ART**
Sun Dial
WXYZ, Houston, Tex.
**FISHER, JIM**
Jive Tol Five
WGGG, Gainsville, Fla.
**FISHER, PAUL**
WLIO, East Liverpool, O.
**FITZGERALD, DON**
Musical Reveille
WTBF, Troy, Ala.
**FITZGERALD, GORDON**
570 Matinee
WBAP, Fort Worth, Tex.
**FLETCHER, THOMAS**
Matinee Dancetime
WHK, Cleveland, O.
**FLOOD, JOE**
Upsee-Daisy
KTLN, Denver, Colo.
**FOLAND, MYLES**
WSIV, Pekin, Ill.
**FOLEY, DAVE**
KRKO, Everett, Wash.
**FORD, ART**
WNEW, New York, N. Y.
**FORD, CHARLES**
WCCP, Savannah, Ga.
**FORD, JOHN**
Grampappy Gramaphone
WTCN, Minneapolis-St. Paul, Minn.
**FORD, MILTON Q.**
Early Morning Show
WWDC, Washington, D. C.
**FOREMAN, BILL**
Rhythm Rodeo
KYA, San Francisco, Cal.
**FORNEY, BILL**
Tuxedo Junction
KSAN, San Francisco, Cal.
**FORSSELL, GENE**
Sun-KIST Show
KIST, Santa Barbara, Cal.
**FORSTER, BOB**
WICA, Ashtabula, O.
**FOSS, DARYL**
Western Swing
KTJS, Hobart, Okla.
**FOSTER, JACK**
Juke Box Review
WFHR, Wisconsin Rapids, Wis.
**FOSTER, JOHN**
Requestfully Yours
WBAX, Wilkes-Barre, Pa.
**FOSTER, TERRY**
Record Show
WHBL, Sheboygan, Wis.
**FOUNTAIN, BILL**
Time and Tune Parade
WKY, Oklahoma City, Okla.
**FOWLER, J. B.**
Finale Time
WNGO, Mayfield, Ky.
**FOWLER, JIM**
Record Shop
WGPC, Albany, Ga.
**FOX, SYLVAN**
Spotlight Rhythm
KSYL, Alexandria, La.
**FRANCIS, AL**
Fun With Francis
WKST, New Castle, Pa.
**FRANKEL, GENE**
KHMO, Hannibal, Mo.
**FRANKLIN, JOE**
Antique Record Shop (WMCA), New York, N. Y.
**FRAWLEY, TOM**
KWNO, Winona, Minn.
**FRAZIER, BOB**
WMMN, Fairmont, W. Va.
**FRAZIER, JIM**
Musical Varieties
WCBI, Columbus, Miss.
**FREDERICKS, BILL**
The Honeydrippers
KWJJ, Portland, Ore.
**FREDERICKS, DON**
Melody Matinee
KDSH, Boise, Ida.
**FREED, ALLEN**
Request Review
WAKR, Akron, O.
**FREELAND, MIKE**
Platter Time
WEKR, Fayetteville, Tenn.
**FREEMAN, PAUL**
Party Line
KAFY, Bakersfield, Cal.
**FRENCH, NED**
1360 Club
WLYN, Lynn, Mass.
**FRIELING, JIM**
Morning Pickup, Platter Parade
WXRA, Buffalo, N. Y.
**FRIEND, GEORGE**
Lake Region Serenade
WLAK, Lakeland, Fla.
**FRISCH, BOB**
Sunrise Serenade
WMAW, Milwaukee, Wis.
**FROEHLICH, DON**
State Show
WAUX, Waukesha, Wis.
**FROST, DONALD, M.**
Gene Autry Time, Time To Dance
WPAY, Portsmouth, O.
**FROST, FRANK**
Colby, Kans.

**FULMAR, ALLAN**
Let's Dance
WKIX, Columbia, S. C.
**FURMAN, R. W.**
Music In The Air
WMAP, Monroe, N. C.
**FUSCO, DAN**
"The Timekeeper"
WKAL, Rome-Utica, N. Y.

## —G—

**GABRIEL, DON**
By Dawn's Early Light
WJW, Cleveland, O.
**GAILBRAITH, JOHN**
Musical Lunch Counter
KGO, San Francisco, Cal.
**GAINES, ZEKE**
Good Morning Circle
WGAU, Athens, Ga.
**GARCIA, GENE**
Unk Gene
WALT, Tampa, Fla.
**GARMEN, JAKE**
1340 Club
KSET, El Paso, Tex.
**GARRETT, CHUCK**
WEDO, McKeesport, Pa.
Chuck Garratt Show
**GARRETT, LEE**
Yawn Patrol
WROV, Roanoke, Va.
**GARY, DOUG**
Noontime Jamboree
WRBL, Columbus, Ga.
**GATLING, BILL**
Ready For Music
WLPM, Suffolk, Va.
**GAVES, JIM**
Dance Time
WGGG, Gainsville, Fla.
**GEARHART, VAL**
Teen Time
KCSB, San Bernardino, Cal.
**GEEN, STAN**
Motor Melodies
WGAR, Cleveland, O.
**GEERTZ, MARTY**
Rendezvous With Music
WBLJ, Dalton, Ga.
**GEHLERT, BILL**
WTEL, Philadelphia, Pa.
**GEORGE, LEE**
Yawn Patrol
KWTO, Springfield, Mo.
**GERON, MORM**
The Sun Dial, Make-Believe Ballroom
WWSO, Springfield, O.
**GHIORSE, LARRY**
Platter Patter
WBET, Brockton, Mass.
**GIBBONS, JAMES**
The Town Clock
WMAL, Washington, D. C.
**GIBSON, FRITZ**
WAIM, Anderson, S. C.
**GIFFORD, DICK**
Record Parade
KRDU, Dinuba, Cal.
**GILBERT, CHARLES**
Night Watchman
WNEB, Worcester, Mass.
**GILLIS, JOHNNY**
Western Swing
WWPF, Palatka, Fla.
**GILMAN, HAL**
WSLB, Ogdensburg, N. Y.
**GILMORE, KEN**
Starlight Junction
WLCS, Baton Rouge, La.
**GIRAND, JOSEPH**
WCCC, Hartford, Conn.
**GIROUX, LEE**
Sunrise Roundup
KGO, San Francisco, Cal.
**GLEASON, BOB**
Nye Beach Comber
KNPT, Newport, Ore.
**GLOVER, WILLIE**
Between the Tables
WMBS, Uniontown, Pa.
**GOARD, FRED**
KROS, Clinton, Ia.
**GOERNER, BOB**
Curfew Club
KQW, San Jose, Cal.
**GOLDEN, JERRY**
Dial in Style
WHBY, Appleton, Wis.
**GOODING, KEN**
Sunny Side Up
KRES, St. Joseph, Mo.
**GOODWIN, HAROLD**
Pioneer Town
KTBC, Austin, Tex.
**GORDON, PHIL**
Afternoon Swing Session
WWRL, New York, N. Y.
**GORDON, RAY**
Waffles & Wax
KTRE, Lufkin, Tex.
**GOULD, DICK**
Alarm Clock Club
WLOW, Norfolk, Va.
**GOWAN, PAUL**
WARK, Hagerstown, Md.
**GRADY, JOE**
950 Club
WPEN, Philadelphia, Pa.
**GRAHAM, BILL**
Pop Parade
KDSH, Boise, Ida.
**GRAHAM, DON**
Dawn In Dixie
WHSC, Hartsville, S. C.
**GRANGER, JERRY**
Melody Mill
KHAS, Hastings, Neb.
**GRAVEL, ALAIN**
CKAC, Montreal, Que., Can.
**GRAVES, GENE**
KYW, Philadelphia, Pa.
**GRAY, BARRY**
The Barry Gray Show
WKAT, Miami Beach, Fla.
**GRAY, CHARLIE**
Rise 'N Shine
KOME, Tulsa, Okla.
**GRAY, HU**
You Ask For It
WDZ, Tuscola, Ill.
**GRAY, JIM**
Melody Merchant
WAIT, Chicago, Ill.
**GRAY, MARTIN**
KTOP, Topeka, Kans.
**GRAYSON, MEL**
Request Club
WSSV, Petersburg, Va.
**GRAYSON, SID**
Lone Star Theatre
KFDX, Wichita Falls, Tex.
**THE GREAT SCOTT**
KLEE, Houston, Tex.
**GREEN, HAROLD**
WFVA, Fredericksburg, Va.
**GREENWOOD, WARREN**
Platter Playhouse
WHAV, Haverhill, Mass.
**GREER, BOB**
Club 99
WNOX, Knoxville, Tenn.
**GREER, JAMES**
After Hours
WTXL, San Angelo, Tex.
**GREGSON, JACK**
KROW, Oakland, Cal.
**GREGSON, JACK**
GE Platter Party
KXOB, Stockton, Cal.
**GRENNAN, ED**
The Record Man
WBCK, Battle Creek, Mich.
**GREY, LANNY & GINGER**
Start The Day With A Smile
WMGM, New York, N. Y.
**GREY, MITCHELL**
Breakfast With You
WJPA, Washington, Pa.
**GRIFFIN, DAN**
Daybreak in Dixie
WGTM, Wilson, N. C.
**GRIFFITHS, BILL**
Platter Spinners Parade, Spinner Sanctum
WKRT, Cortland, N. Y.
**GRIGGS, DICK**
WVLN, Olney, Ill.
**GRISSOM, GAIL**
Night Special
WTOM, Bloomington, Ind.
**GROFF, WILL**
"Rise and Shine"
WJEJ, Hagerstown, Md.
**GROHAM, JAMES**
Musical Clock
WFPG, Atlantic City, N. J.
**GROPPER, HAL**
Sweetwood Serenade
WRUN, Utica, N. Y.
**GROSSMAN, DICK**
Juke Box Serenade
WOLF, Syracuse, N. Y.
**GUNDERSON, DALE**
Make Mine Music
KXRO, Aberdeen, Wash.
**GUNN, DICK**
1490 Club
KICO, Calexico, Cal.
**GUNTER, ROSE ELLA**
High School Platter Party
WTMC, Ocala, Fla.

## —H—

**HACK, GEORGE**
For the Children
WNOW, York, Pa.
**HAGEMAN, JIM**
Platter Parade
WCHV, Charlottesville, Va.
**HAGGATT, JERRY**
Jerry's Jive Hive
WTCJ, Tell City, Ia.
**HALEY, TOM**
Off the Record
WTAM, Cleveland, O.
**HALL, BOB**
Tops In Pops
WVVW, Fairmont, W. Va.
**HALL, RUSS**
Russ Hall Show
KLIF, Dallas, Tex.
**HALLET, PAUL**
Records At Random
KOOL, Phoenix, Ariz.
**HALLOCK, FRED**
Spins & Needles
KPO, Portland, O.
**HAMILTON, JIM**
Melody Time
WRRF, Washington, N. C.
**HAMLETT, JAMES**
Cactus Jim Show
KMON, Great Falls, Mont.
**HAMMONS, ELMER R.**
Ross's Record Shop
WGUY, Bangor, Me.
**HAMRICK, JOHN C.**
The Wake Up Show
WBHF, Cartersville, Ga.
**HANCOCK, JOHN**
Barndance Kapers
WKTY, LaCrosse, Wis.
**HANES, FRANK**
Melody Time
WPAR, Parkersburg, Pa.

**HANEY, BERT**
The Critter
KTAE, Taylor, Tex.
**HANNA, BOYCE**
870 Club
WGTL, Kannapolis, N. C.
**HANSSEN, TOM**
Yawn Patrol
WBHB, Fitzgerald, Ga.
**HARDGROVE, F. H.**
Rise & Shine
KCLE, Cleburne, Tex.
**HARDING, BARBARA**
By Request
WMVA, Martinsville, Va.
**HARDING, JIM**
Spotlight Stars
KCSB, San Bernadino, Cal.
**HARDING, JIM**
Disc Jerkey, Variety Time
WHYU, Newport News, Va.
**HARDISIN, BOB**
My Serenade
KVWC, Vernon, Tex.
**HARDMAN, GLENN**
Sunshine Man
KTUL, Tulsa, Okla.
**HARPER, MIKE**
Rise & Shine
WWGP, Sanford, N. C.
**HARPRING, JAMES**
Requestfully Yours
WPFB, Middletown, O.
**HARREL, JACK**
Sylvester's Show
WJHP, Jacksonville, Fla.
**HARRELL, BILL**
KVOP, Plainview, Tex.
**HARRINGTON, BILL**
WVOM, Boston, Mass.
**HARRIS, BASS**
House of Joy
KOL, Seattle, Wash.
**HARRIS, HOMER**
WKWF, Key West, Fla.
**HARRIS, WILLIAM G.**
WBHP, Huntsville, Fla.
**HARRISON, JACK**
Early Risers
WLAV, Grand Rapids, Mich.
**HARRY, COUSINS**
Cousin Harry
KIUP, Durango, Colo.

## HART, MAURICE

**Announcer, Disc Jockey; b. N. Y. C., N. Y., Jan. 6, '09; Start the Day Right; The Hollywood Bandstand; KFWB, Hollywood, Cal.**

**HARTER, JACK**
WHKC, Columbus, O.
**HARTLEY, JAMES A.**
WGGA, Gainsville, Ga.
**HARTZELL, RICHARD**
Music You Like
WBPZ, Lock Haven, Pa.
**HARVEY, TOM**
Harvey House
WVCH, Chester, Pa.
**HARWOOD, CRIS**
1540 Turntable Terrace
WJMJ, Philadelphia, Pa.
**HASELTINE, FRED**
Alarm Clock Club
WDNC, Durham, N. C.
**HASSING, DOUGLAS**
Housewife's Hit Parade
WMGY, Montgomery, Ala.
**HATCHER, VANCE R.**
Request a Record
WRON, Ronceverte, W. Va.
**HAUG, CARL**
Melody Time
WKRG, Mobile, Ala.
**HAWKINS, DON**
Don Night Hawkins Show
KSTP, St. Paul - Minneapolis, Minn.
**HAWTHORNE**
The Hawthorne Thing
ABC
**HAYDEN, W.**
Hi Neighbors
WOAP, Owosso, Mich.
**HAYGOOD, H. W. JR.**
Hit Parade
KOCA, Kilgore, Tex.
**HAYNES, DICK**
Haynes At the Reins
KLAC, Los Angeles, Cal.
**HEAD, BYRON**
Coffee Club
KOIL, Omaha, Neb.
**HEDGEPETH, BILL**
WCSC, Charleston, S. C.
**HEINEN, LARRY**
Red River Reveille
KFGO, Fargo, N. Dak.
**HELLYER, ART JR.**
WISN, Milwaukee, Wis.
**HENSHAW, FRED**
Record Party
KWIL, Albany, Ore.
**HENSON, DOUG**
WTEL, Philadelphia, Pa.
**HERMAN, DON**
Music Mart
WPAG, Ann Arbor, Mich.
**HERMAN, JOHN**
Mid-day Jamboree
KTIP, Porterville, Cal.
**HERRING, WELDON**
WCCP, Savannah, Ga.
**HERSCH, WOODY**
You Asked For It
KUTA, Salt Lake City, Utah
**HERSON, BILL**
WRC Timekeeper
WRC, Washington, D. C.
**HEWEY, IRA I.**
Musical Mailman
WHAI, Greenfield, Mass.
**HIBDON, MILTON**
Knick Knacks
KTBR, Modesto, Cal.
**HICKMON, RUSSELL**
WEPM, Martinsburg, W. Va.
**HICKOK, BILL**
Alarm Clock Club, Rhyme Does Pay, 850 Club
WXKW, Albany, N. Y.
**HICKOX, RICHARD**
Yawn Patrol
WLAW, Lawrence, Mass.
**HIGGINS, HAROLD**
Record Review
WROB, West Point, Miss.
**HIGGINS, JIM**
Take-It-Easy-Time
WWNY, Watertown, N. Y.
**HIGHBY, BOB**
WLIP, Kenosha, Wis.
**HIGHTAIN, ARTHUR**
Swing Time
KWFC, Hot Springs, Ark.
**HIGHTOWER, BILL**
Bill Hightower Show
KFJZ, Fort Worth, Tex.
**HILLE, DALTON**
Hartbeats
WLIK, Lima, O.
**HINKLE, C. L.**
KWTZ, Waco, Tex.
**HINKLE, ED**
Request For Rhythm
WTOM, Bloomington, Ind.
**HINSON, JAMES R.**
Breakfast With Hinson
WRON, Ronceverte, W. Va.
**HIPPS, TOM**
Merry Go Round
KAMQ, Amarillo, Tex.
**HOBART, JOHN**
Forever Music
WDOX, Oneonta, N. Y.
**HODGES, JOHN**
Request Hour
KXOX, Sweetwater, Tex.
**HOFER, DICK**
Hymn Request
KRDU, Dinubia, Cal.
**HOFFHINES, RALPH**
1450 Club
WLEC, Sandusky, O.
**HOGAN, ED**
Hogan's Alley
KWBC, Fort Worth, Tex.
**HOGAN, MARTY**
Marty Hogan Show
WJJD, Chicago, Ill.
**HOGGATT, JACK**
Destination Midnight
KIT, Yakima, Wash.
**HOLCZER, ROBERT**
Jamboree
WBRY, Waterbury, Conn.
**HOLLAND, BILL**
Hi Neighbor Club
WNVA, Norton, Va.
**HOLLER, CARL**
Whoopin Holler
WITZ, Jasper, Ind.
**HOLLEY, KNOX**
Dixie Rousterbout
WHAL, Shelbyville, Tenn.
**HOLMBERG, HILDING**
WFUN, Huntsville, Ala.
**HOLMES, BOB**
Juke Box Review
WKOB, North Adams, Mass.
**HOLMES, DICK**
The Dick Holmes Show
WAMS, Wilmington, Del.
**HOLMS, TED**
Sleepy Time Express
WBRK, Pittsfield, Mass.
**HOOKER, KEN**
Hill Billy Hit Parade
KSET, El Paso, Tex.
**HOOVER, CHUCK**
Star Spotlight
WHKK, Akron, O.
**HOPE, WINKIE**
Midnight Ballroom
WTAR, Norfolk, Va.
**HOPKINS, WES**
Name It and Play It
WTTM, Trenton, N. J.
**HOPPER, LEE**
Morning Juke Box
KTMC, McAlester, Okla.
**HOUGLUM, BOB**
Studio Party
KASH, Eugene, Ore.
**HOUSTON, HAL**
Rise & Shine
KSUE, Susanville, Cal.
**HOWARD, BOB**
WWAZ, Huntington, W. Va.
**HOWARD, TONY**
Melody Matinee
WPIK, Alexandria, Va.
**HOWELL, WAYNE**
Wayne Howell Show
WNBC
**HOY, WALLACE**
Wake Up Lenior
WJRI, Lenoir, N. C.
**HUCKA, CHUCK**
Coffee Clock
KORE, Eugene, Ore.
**HUDSON, GEORGE**
Downbeat Club
WCAP, Asbury Park, N. J.

**HUFF, RED**
WPLH, Huntington, W. Va.
**HUGHES, EVAN H.**
Variety Club
KVOL, Lafayette, La.
**HULICK, BUDD**
WJJL, Niagara Falls, N. Y.
**HULL, CHUCK**
Swingtime
KPAS, Banning, Cal.
**HULL, DICK**
1, 2, 3, Club
WFRP, Savannah, Ga.
**HULL, JACK**
Platter Pantry
KYOU, Greeley, Colo.
**HUNGRY HANK**
Ranch House Roundup
WMLO, Mulwaukee, Ill.
**HUNNICUTT, TOM**
Tom's Record Shop
KWOC, Poplar Bluff, Mo.
**HURST, ED**
950 Club
WPEN, Philadelphia, Pa.
**HURT, ZACK**
KFJZ, Fort Worth, Tex.
**HUSE, ROBERT**
Wake-Up-Show
WOTW, Nashau, N. H.

## HUSING, TED

**(Husing, Edward B.); Disc jockey; b. New York, N. Y., Nov. 27, 1901; Pace Inst.; Columbia Univ. Ext.; Orange Bowl Football Game; Kentucky Derby; N. Y. & N. J. Stake Races; U. S. Army Recruiting Football Series; Indoor and Outdoor Track and Field; Disc jock show, (Ted Husing's Bandstand) WMGM.**

**HUSTED, DON**
Western Hits
KVWC, Vernon, Tex.
**HUTCHINS, BAILEY**
Music of Moderns
WQBC, Vicksburg, Mass.
**HUTCHINSON, RAYMOND**
WARL, Arlington, Va.
**HUXLEY, KEITH**
WCRK, Morristown, Tenn.
**HYDEM, BILL**
Sooner Sanctum
KMUS, Muskogee, Okla.

## — I —

**INGERSOLL, CHARLIE**
WXLT, Ely, Minn.
**INGRAM, BILL**
1400 Melody Lane
WSYL, Alexandria, La.
**IRVING, BOB**
Platter Chatter
WLIP, Lexington, Ky.
**IRVING, GEORGE**
1230 Club
WCMA, Corinth, Miss.
**IVEY, GIBSON**
WLAQ, Rome, Ga.

## — J —

**JACKSON, CLIFF**
WBSR, Pensacola, Fla.
**JACKSON, HAROLD**
House That Jack Built
WINX, Washington, D. C.
**JACKSON, MAURICE**
Music Box
WKAX, Birmingham, Ala.
**JACKSON, WALKER**
Moonlight Memories
WBSC, Bennettsville, S. C.
**JACOBS, DAVE**
Jazz, Inc.
WSID, Baltimore, Md.
**JACOBS, DON**
Clockwatchers' Society
WCBM, Lemoyne, Pa.
**JACOBSEN, DICK**
Call a Kop, Wax Works
KOPP, Ogden, Utah
**JAEGER, BILL**
Sunrise Patrol
WBOC, Salisbury, Md.
**JAFFE, SID**
Night Club of the Air
WNHC, New Haven, Conn.
**JAHNKE, HAL**
Watch the Clock
KXIC, Iowa City, Ia.
**JAMERSON, PETER**
1230 Club
WNEB, Worcester, Mass.
**JAMES, ANDY**
Easy Listening
WGEM, Quincy, Ill.
**JAMES, STEPHEN**
Once Over Lightly
WBMS, Boston, Mass.
**JAMISON, RALPH**
What's New
KCOY, Santa Maria, Cal.
**JARVIS, AL**
Make Believe Ballroom
KLAC, Los Angeles, Cal.
**JAY, GEORGE**
Show People's Show
KWIK, Burbank, Cal.
**JEFFERS, SLEEPY**
Magic Valley Jamboree
WTIP, Charleston, W. Va.
**JEFFERYS, ALLAN**
Midnight Platter Party
WFPG, Atlantic City, N. J.
**JENKINS, BOB**
For Members Only
KONO, San Antonio, Tex.
**JENSEN, KEN**
Jam Session
KUTA, Salt Lake City, Utah
**JESSEE, BLAIR**
Hayloft Jamboree
WROM, Rome, Ga.
**JESSEN, DICK**
Swinging Down the Lane
WMCK, McKeesport, Pa.
**JOHNNY & GINNY**
Saturday Night Date
WEXL, Royal Oak, Mich.
**JOHNSON, BILL**
Yawn Patrol
WMIQ, Iron Mountain, Mich.
**JOHNSON, BOS**
Music Till Midnight
WAJR, Morgantown, Va.
**JOHNSON, CLIFF**
Cactus Jack Show
WXOB, Stockton, Cal.
**JOHNSON, DOTTIE**
Dottie's Daily
KSON, San Diego, Cal.
**JOHNSON, HERB**
Rise 'n' Shine
WMAZ, Macon, Ga.
**JOHNSON JIMMY (11 YRS. OLD)**
Children's Classic Hour
WTRR, Sanford, Fla.
**JOHNSON, VERNE**
Mail Call
KRSC, Seattle, Wash.
**JOHNSTON, DOC**
Date with Doc
WBIR, Knoxville, Tenn.
**JOHNSTON, KEN**
Sunrise Serenade
WCED, Dubois, Pa.
**JONES, AL**
WIRR, Dallas, Tex.
**JONES, ART**
Commuters Special
WBKA, Brockton, Mass.
**JONES, BOB**
Groans By Jones
WBIG, Greensboro, N. C.
**JONES, BOBBY**
Teentimers' Special
WWWB, Jasper, Ala.
**JONES, DARREL**
1240 Club
KBIZ, Ottumwa, Ia.
**JONES, GORDON**
Sunshine Valley
WCMB, Lemoyne, Pa.
**JONES, HOWARD**
Here's Howard
WFIL, Philadelphia, Pa.
**JONES, J. D.**
Ranch Boys
KJAM, Vernal, Utah
**JONES, JAMES D.**
Music and Madness
KGVL, Greenville, Tex.
**JONES, ROBERT**
Disc Derby
KFRU, Columbia, Mo.
**JONES, ROD**
1240 Club
WJNC, Jacksonville, N. C.
**JONES, ROY**
Walton Special
WMOC, Covington, Ga.
**JONES, TOM**
Music Makers
WRFS, Alexander City, Ala.
**JORDAN, MIKE**
WLAT, Conway, S. C.
**JORDAN, MURRAY**
Candlelight & Silver, This Is Romance
WLIB, New York, N. Y.
**JOYCE, JOHNNY**
740 Club
WPAQ, Mt. Airy, N. C.

## — K —

**KAHL, GEORGE**
Groovology 54
WMAJ, State College, Pa.
**KALMUS, BEE**
Bee Kalmus Show
WMGM, New York, N. Y.
**KAREY, JACK**
WSIV, Pekin, Ill.
**KASTNER, FRANK E.**
WNAR, Norristown, Pa.
**KATT, GEORGE**
The Cat's Meow
WMRO, Aurora, Ill.
**KAYE, BARRY**
Barry Kaye Show
WBMD, Baltimore, Md.
**KEITEL, JIM**
Dinnerbell Ramble
KMUS, Muskogee, Okla.
**KEITH, LARRY**
Variety Show
WTNB, Birmingham, Ala.
**KELLER, HENRY**
E for U
KGFW, Kearney, Neb.
**KELLER, O. J., JR.**
Juke Box Serenade
WTAX, Springfield, Ill.
**KELLY, DAN**
1400 Club
WRDO, Augusta, Me.
**KELLY, TOM**
Swing Session
WARM, Scranton, Pa.
**KELLY, WARREN MICHAEL**
Music Hall
WJR, Detroit, Mich.
**KEMPER, ROBERT S.**
Fan Fare
KSGM, Ste. Genevieve, Mo.

**KENDRICK, LEWIS**
Dancing Party
WJLD, Bessemer, Ala.
**KENNEDY, BOB**
Saturday Swing Session
WHB, Kansas City, Mo.
**KENNEDY, HAL**
Next Call For Breakfast
KIOA, Des Moines, Ia.
**KENNEDY, JACK**
Tea Time Ballroom
WESX, Salem, Me.
**KENNEY, JACK**
Requestfully Yours
WDLB, Marshfield, Wis.
**KENSINGER, GLEN**
WMBD, Peoria, Ill.
**KENT, BOB**
Night Owl
WBUD, Morrisville, Pa.
**KERR, REX**
Teen Age Party Time, Request Granted
KEPO, El Paso, Tex.
**KETTLE, GEORGE**
Your Request Hour
KGIV, Alamosa, Colo.
**KIBBY, GORDON**
Anything Goes
WFUR, Grand Rapids, Mich.
**KIMBALL, EMERSON**
Home Songs
WCOL, Columbus, O.
**KIMBRO, BOB**
WLEX, Lexington, Ky.
**KING, CHARLES**
Platter Shop
WKAL, Utica, N. Y.
**KING, DICK**
The Old Town Square
KITO, San Bernadino, Cal.
**KING, FULTON A.**
Coffee Pot
WTON, Staunton, Va.
**KING, JOHN E., JR.**
Musical Clock
KROB, West Point, Miss.
**KING, NELSON**
Daily Hit Parade
WCKY, Cincinnati, O.
**KING, PAUL**
1450 Club
WAOV, Vincennes, Ind.
**KING, ROBERT**
Kaffe Klatsch
WMOH, Hamilton, O.
**KING, WALLACE**
WATR, Waterbury, Conn.
**KING, WHITNEY**
100 Club
WCIL, Carbondale, Ill.
**KINNAMAN, FLOYD**
WFIN Floor Show
WFIN, Findlay, O.
**KIRBY, BILL**
Alarm Clock Club
WJOC, Jamestown, N. Y.
**KIRBY, JIMMY**
Georgia Hayride
WAGA, Atlanta, Ga.
**KIRK, HARRY**
At Your Command
KORE, Eugene, Ore.
**KISER, JIMMY**
Dance Hour
WSOC Charlotte, N. C.
**KLAR, ROBERT**
Daily Bugle
WRTA, Altoona, Pa.
**KLAVAN, GENE**
Swing Class
WITH, Baltimore, Md.
**KNAPP, BOB**
Wake Up Time
WRVA, Richmond, Va.
**KNIGHT, DICK**
The Dick Knight Show
KYNO, Fresno, Cal.
**KNIGHT, TOM**
Alarm Clock Club
WLTC, Gastonia, N. C.
**KNUTSON, DARYL**
Alarm Clock Club, 1230 Club
WDSM, Superior, Wis.
**KOESTNER, ARTHUR J.**
Musical Melodies
WCRW, Chicago, Ill.
**KOHL, JAMES**
Early Riser's Party
WBOW, Terre Haute, Ind.
**KOLB, HAROLD**
Second Breakfast
WARC, Rochester, N. Y.
**KOLLINS, KAY**
Ten Time At Ten
KFEQ, St. Joseph, Mo.
**KOMASA, ANDY**
WTWT, Stevens Point, Wis.
**KONG, W. O.**
1290 Harmony Lane
WTOC, Savannah, Ga.
**KOONS, BOB**
KMO, Tacoma, Wash.
**KOVACS, ERNIE**
Chickenfoot Junction
WTTM, Trenton, N. J.
**KRANE, HARRY**
WHBY, Appleton, Wis.
**KRELL, FRED**
Krell's Carnival
WSAM, Saginaw, Mich.
**KRIBBS, BOB**
You Ask For It
WGAP, Maryville, Tenn.
**KRIEGER, ED**
Coffee Club
WSOO, Sault St. Marie, Mich.
**KUHN, LEO**
Breakfast With Lee
WXLT, Ely, Minn.
**KURTZ, ED**
Reveille Rendezvous
WBUX, Doylestown, Pa.
**KYLE, FORREST**
Musical Train
KLO, Ogden, Utah

## —L—

**LABBY, LEN**
Who's Labby
KSJO, San Jose, Cal.
**LA BOE, ART**
Musical Marathon
KCMJ, Palm Springs, Cal.
**LA COM, AL**
Al's Hour
KNEW, Spokane, Wash.
**LACY, JACK**
Listen to Lacy (WINS), New York, N. Y.
**LADD, ED**
Hi Neighbor
WPAT, Paterson, N. J.
**LAFFERTY, HERB**
Penthouse Party
WTOL, Toledo, O.
**LAKE, ED**
Dixie Disc Review
WEAR, Pensacola, Fla.
**LAMAR, JACK**
Club 18
WCAM, Camden, N. J.
**LAMB, BILL**
Jam For Breakfast
WBBC, Flint, Mich.
**LAMB, BOB**
Request It
KFOX, Long Beach, Cal.
**LAMBERT, ED**
WCAV, Norfolk, Va.
**LAMKIN, STEVE**
Melody Merry-Go-Round
KVEC, San Luis Obispo, Cal.
**LAMB, CARL**
Morning Mail
WCEC, Rocky Mount, N. C.
**LANAGAN, JAMES**
Clockwatcher
WNBH, New Bedford, Mass.
**LANDFEAR, DEAN**
WMT, Cedar Rapids, Ia.
**LANE, LARRY**
Round-Up
WHBO, Tampa, Fla.
**LANG, BILL**
KRIC, Beaumont, Tex.
**LANGFORT, JACK**
Jack's Wax Works
KRIG, Odessa, Tex.
**LANIGAN, BETTY**
Breakfast With Betty
WGH, Newport News, Va.
**LANSON, SNOOKY**
Snooky's Song Shop
WSM, Nashville, Tenn.
**LARSON, PAUL**
Timekeeper
WNEB, Worcester, Mass.
**LAWRENCE, KEN**
Sunrise Serenade
WTOL, Toledo, O.
**LAWRENCE, NICK**
Breakfast Patrol
WHPE, High Point, N. C.
**LAWRENCE, TEDD.**
b. Miami, Fla., April 9, 1914; Swingtime Session, Robert Hall of Fame, WHN; Tedd Lawrence Show (WVNJ).
**LEAHY, TOM**
KAKE Bandstand
KAKE, Wichita, Kans.
**LEAVITT, ART**
Club 1230
KDAC, Fort Bragg, Cal.
**LEE, BRUCE**
Morning Matinee
WHIT, New Bern, N. C.
**LEE, DAVE**
Records On Parade
WKJG, Fort Wayne, Ind.
**LEE, DICK**
Time and a Half, Music Hall
WHFB, Benton Harbor, Mich.
**LEE, GIL**
Coffee Cup Parade
KOOL, Phoenix, Ariz.
**LEE, PHIL**
WFTL, Ft. Lauderdale, Fla.
**LeFEVRE, EVA MAE**
Gospel Songs
WGST, Atlanta, Ga.
**LEIGH, EDWARD**
Club 800
WCHA, Chambersburg, Pa.
**LEMEN, MATT**
Juke Box Jubilee, Tempo Rendezvous
KOPO, Tuscon, Ariz.
**LEMON, LEE**
Goodwill Dawnbuster
WJR, Detroit, Mich.
**LENZ, TED**
KGFJ, Hollywood, Cal.
**LEONARD, JIMMY**
The Jimmy Leonard Show
WSAI, Cincinnati, O.
**LESCOULIE, JACK**
WOR, New York, N. Y.
**LEWIS, BARNEY**
Dancing Party
WLDS, Jacksonville, Ill.
**LEWIS, BILL**
Afternoon Tunetime
KLPM, Minot, N. D.

**LEWIS, BILL**
Red's Club
WKOX, Framingham, Mass.
**LEWIS, CLINTON J.**
1490 Club
WWNS, Statesboro, Ga.
**LEWIS, GENE**
Teen Canteen
KTHT, Houston, Tex.
**LIBBY, ED**
Ad Lib with Ed Libb
WAYB, Waynesboro, Va.
**LIEBMAN, NED**
Tic-Tock Time
KYJC, Medford, Ore.
**LILLARD, KEN**
This Is Your Favorite
KLBM, La Grande, Ore.
**LILLY, BOB**
Keep Time With Tunes
KCRG, Cedar Rapids, Ia.
**LILLY, DON**
Tuneville Trolley
WENK, Union City, Tenn.
**LIND, CHICK**
WSRS, Cleveland Heights, O.
**LINDER, VINCE**
Wax Works
WFBC, Greenville, S. C.
**LINN, KEN**
Platter Time
WLW, Cincinnati, O.
**LITCHFIELD, ELMORE**
Cornfield Frolics
WFAK, Charleston, S. C.
**LIVELY, LEE**
Juke Box Review
WLOW, Norfolk, Va.
**LIVESEY, THOMAS**
Melody Ranch
WKAP, Allentown, Pa.
**LLOYD, JACK**
Sunrise Serenade
KBUR, Burlington, Ia.
**LLOYD, TOM**
WSWN, Belle Glade, Fla.
**LOERKE, WAYNE**
Best By Request
KRUL, Corvallis, O.
**LOFTIN, LEONARD**
Old Timer & Young Feller
WKNS, Kinston, N. C.
**LOKEY, FRANK, JR.**
Spartan Time
WORD, Spartanburg, S. C.
**LONESOME GAL**
WING, Dayton, O.
**LONG, CLINT**
Musical Reveille
WMBL, Morehead, N. C.
**LONG, DICK**
Matinee At Radio Center
KROD, El Paso, Tex.
**LONG, KEN**
Late Riser's Club
WGAN, Portland, Me.
**LONGCHAMP, BOB**
Club 1450
WKXL, Concord, N. H.
**LORENZE, GEORGE**
Lullabies from Lorenze
WXRA, Buffalo, N. Y.
**LOTZ, VERN**
Musical Knick-Knacks
WTWT, Stevens Point, Wis.
**LOUNSBURY, JIM**
WLEX, Lexington, Ky.
**LOW, JACK**
Hotcake Club
KVOE, Santa Ana, Cal.
**LOWE, JACK**
1450 Club
WWDC, Washington, D. C.
**LOWE, JIM**
Best By Request
KWTO, Springfield, Mo.
**LOWERY, BILL**
Let's Have Fun
WQXI, Atlanta (Buckhead), Ga.
**LOWRY, LEW**
Platter Party
KRUX, Phoenix, Ariz.
**LUCAS, BEN**
Talk Of The Town
WRGA, Rome, Ga.
**LUCE, WALTER M.**
Coffee Club
WWPF, Palatka, Fla.
**LUDWIG, LYELL**
Amber Room
WFBM, Indianapolis, Ind.
**LUEKE, KEN**
For Your Pleasure
WDHL, Bradenton, Fla.
**LUND, DON**
Corn Lovers' Hour
WFRP, Savannah, Ga.
**LUPTON, JOHN**
Midnight Snack Bar
WLAN, Lancaster, Pa.
**LOHMAN, PAUL**
Record Review
WPAG, Ann Arbor, Mich.
**LYDICK, MILLER**
1450 Nightclub of the Air
WJPA, Washington, Pa.
**LYNCH, BILL**
Curfew Club
WJLS, Beckley, W. Va.
**LYNCH, CHARLIE**
Platter Party
WFGF, Kalamazoo, Mich.
**LYNN, BOB**
Dreambuster
WIOD, Miami, Fla.
**LYONS, BOB**
Band Review
WHBC, Canton, O.

## — Mc —

**McALLISTER, DON**
WDBO, Orlando, Fla.
**McALLISTER, WILLIAM**
Valley Bandstand
KREO, Indio, Cal.
**McBRIDE, BOB**
Here Comes Rhythm
WMBH, Joplin, Mo.
**McBRIDE, MURRAY**
1240 Club
KBMY, Billings, Mont.
**McCALL, GEORGE**
Time For Music, Request Please
WHUM, Reading, Pa.
**McCARTHY, RED**
Platter Chatter
WHGB, Harrisburg, Pa.
**McCASKILL, DUDLEY**
Sun-Up Serenade
WSB, Atlanta, Ga.
**McCASKILL, FRANK D.**
WFTL, Ft. Lauderdale, Fla.
**McCAULEY, JOE**
Dawn Patrol
WIP, Philadelphia, Pa.
**McCONNEL, BYRON**
We Congratulate
WKST, New Castle, Pa.
**McDONALD, J.**
770 Record Club
WEW, St. Louis, Mo.
**McDONALD, NORMAN**
Out of the Night
KOY, Phoenix, Ariz.
**McDONNELL, STEW**
Wake Up Time
WIMS, Michigan City, Ind.
**McDOWELL, JIM**
Yawnin' in The Mornin'
WHFB, Benton Harbor, Mich
**McELROY, MAC**
Top Of The Morning
WIKK, Erie, Pa.
**McENANEY, JIM**
WNLC, New London, Conn.
**McGILL, MAURY**
WLLO, East Liverpool, O.
**McGOVERN, TOM**
Saturday Night Jamboree
KROD, El Paso, Tex.
**McGOWAN, JOHN**
Juke Box Serenade
WTOD, Toledo, O.
**McKENNA, JACK**
Listen Ladies
WEBC, Duluth, Minn.
**McKENZIE, BRUCE**
Showcase of Hits
WHCU, Ithaca, N. Y.
**McKENZIE, ED**
Jack The Bellboy
WJBK, Detroit, Mich.
**McKERNAN, PHIL**
Turntable Twirlings, Koffee Klub
KRE, Berkeley, Cal.
**McKINZIE, OTIS**
Platter Parade
KTAN, Sherman, Tex.
**McLAIN, DONALD**
Requestfully Yours
WBBO, Forest City, N. C.
**McLAUGHLIN, BOB**
570 Club
KLAC, Los Angeles, Cal.
**McLAUGHLIN, BOB**
Club Time
KMPC, Los Angeles, Cal.
**McLAURIN, FRANK**
Open House
KFXM, San Bernardino, Cal.
**McMASTER, JOHN**
Sports Matinee
WMEX, Boston, Mass.
**McMEEKIN, MARILYN**
Number Please
WMCK, McKeesport, Pa.
**McPHEE, J.**
Top Tunes
WJVA, South Bend, Ind.
**McPHERSON, HUGH**
Juke Box Review
WOAY, Oak Hill, W. Va.
**McRAE, DUANE**
Breakfast In Bedlam
KROY, Sacramento, Cal.
**McRAE, JOHN**
Rise & Shine
WABI, Bangor, Me.
**McSLOY, SID**
Musical Request
KFBC, Cheyenne, Wyo.

## — M —

**MACK, BILL**
Hot And Bothered
WEDC, Chicago, Ill.
**MACK, WALLY**
Music From Graham
WBBB, Burlington, N. C.
**MADELY, ART**
Club 2200
WGTC, Greenville, N. C.
**MAGGIO, JOE**
Musical Merry-Go-Round
KIDO, Boise, Ida.
**MAGNINNIS, BILL**
Breakfast in Bedlam
KSYC, Eureka, Cal.

**MAGRUDER, PHIL**
Dawnbusters
WKY, Paducah, Ky.
**MAHAR, TIM**
Matinee Melodies
KUBA, Yuma City, Cal.
**MAHER, BILL**
Just Jazz
WLIZ, Bridgeport, Conn.
**MAHONE, ED**
WCVS, Springfield, Ill.
**MAHONEY, JIM**
Mail Bag
WCKB, Dunn, N. C.
**MAHONEY, JOHN**
Kurfew Koncert
WKMO, Kokomo, Ind.
**MALCOLM, HOWARD**
Malcolm's Morning Watch
WCOP, Boston, Mass.
**MALINGER, DAN**
Sponsor
WPIT, Pittsburgh, Pa.
**MALLOY, LES**
1260 Club
KYA, San Francisco, Cal.
**MANNING, RAY**
Platter Parade, Breakfast Club
WIL, St. Louis, Mo.
**MAHOLA, ERICK**
Sunrise Salute
KGLU, Safford, Ariz.
**MANSER, LYMAN**
You Call It, Music Til Midnight
WWN, Watertown, N. Y.
**MANSFIELD, ANDY**
Andy Mansfield Program
KWKW, Pasadena, Cal.
**MARIANI, JOHN**
Morning Man & News
WAVZ, New Haven, Conn.
**MARSH, RAY**
Friendly Hour
WMRN, Marion, O.
**MARSH, ROY**
1400 Club
WHLF, South Boston, Va.
**MARSHALL, SANFORD**
1450 Club AM
WHIT, New Bern, N. C.
**MARTEN, JUDY**
Judy Marten
WTIK, Durham, N. C.
**MARTIN, BOB**
WPOR, Portland, Me.
**MARTIN, CRIS**
Musical Gab Bag
WACE, Chicopee, Mass.
**MARTIN, DICK**
Request Time
KAFY, Bakersfield, Cal.
**MARTIN, FRED**
1450 Club
WHTC, Holland, Mich.
**MARVIN, BILL**
1240 Time
KSON, San Diego, Cal.
**MASON, BUDD**
Star Time
WBTA, Batavia, N. Y.
**MASON, JOHN**
Rhythm At Random
WKAI, McComb, Ill.
**MASON, PETER**
Juke Box Review
WCHA, Chambersburg, Pa.
**MATRANGA, JACK**
Platter Party
KSYC, Yreka, Cal.
**MATTESON, DEAN**
Penny Serenade
WLAU, Laurel, Miss.

**MAUGANS, BILL**
Wasted Wax
KSOK, Arkansas City, Kans.
**MAXWELL, BOB**
Luke The Spook
WWJ, Detroit, Mich.
**MAYER, BILL**
Mayer of the Morning
WGAR, Cleveland, O.
**MAHEW, TOMMY**
Nightwatchman, Jive Til Five
WKGN, Knoxville, Tenn.
**MAYO, BEN**
Club 810
WCEC, Rocky Mount, N. C.
**MEARS, WES**
Swing Session
KWKW, Pasadena, Cal.
**MELTON, E. T.**
Breakfast Delight
WBSC, Bennetsville, S. C.
**MENARD, LEE**
1350 Club
WROD, Daytona Beach, Fla.
**MENDEL, ED**
Doctor Jive
WGBA, Columbus, Ga.
**MERCEIN, TOM**
1340 Club
WEMP, Milwaukee, Wis.
**MERCIER, RAY**
Matinee Frolic
WPOR, Portland, Me.
**MEREDITH, LEE**
Listen With Lee
KATE, Albert Lea, Minn.
**MESKILL, BOB**
1230 Club
WJBC, Bloomington, Ill.
**MESSER, FRANK**
Dance Time, Magic Ballroom
WSKY, Asheville, N. C.
**MESSER, NORM**
It's About Time
WKXL, Concord, N. H.
**METCALF, BERT**
Petticoat Party
KRLO, McAllen, Tex.
**MEYER, BILL**
Request Review
WLDS, Jacksonville, Ill.
**MEYER, DON**
Hall Of Records
WKNX, Saginaw, Mich.
**MICHAEL, ROBERT**
Midnight Dancing Party
WRTA, Altoona, Pa.
**MICHAELS, JOHN**
WERC, Erie, Pa.
**MICHEL, AL**
Sunset Serenade
WCRW, Chicago, Ill.
**MIDDLETON, DAVE**
1460 Club
KIMA, Yakima, Wash.
**MIKE, RICH**
WOKO, Albany, N. Y.
**MILFORD, BOB**
The Record Man
WCHV, Charlottesville, Va.
**MILLER, CLIFF**
Circle City Dance Time
KBUC, Corona, Cal.
**MILLER, JACK**
860 Club
KTRB, Modesto, Cal.
**MILLER, LEROY**
The LeRoy Miller Club
WFIL, Philadelphia, Pa.
**MILLER, PAUL EDUARD**
Parade of Hits
WSBC, Chicago, Ill.
**MILLER, ROSS**
Juke Box Jingles
WTIC, Hartford, Conn.

**MILLIKEN, GORDON**
Morning Reveille
WRDO, Augusta, Me.
**MILNE, JAMES T.**
Yawn Club, Polka Parade
WNHC, New Haven, Conn.
**MILTNER, JAY**
Musical Clock
WTAM, Cleveland, O.
**MITCHELL, BORIS**
Midnite Matinee
WORZ, Orlando, Fla.
**MITCHELL, JIM**
WCVS, Springfield, Ill.
**MITCHELL, WALTER**
Swingtime Session
WADE, Wadesboro, N. C.
**MITCHEN, WILLIAM**
Goober Club
WLPM, Suffolk, Va.
**MOHNKERN, LEONARD**
Polka Date
WKRZ, Oil City, Pa.
**MOHUNDRO, FRANCES**
Ladies Only
KSTV, Stephanville, Tex.
**MONAGHAN, GEORGE**
Monaghan's Morning Watch
WOR, New York, N. Y.
**MONKMAN, ROBERT**
Requestfully Yours
WRJN, Racine, Wis.
**MONROE, CAL**
Voices In The Night
WCAP, Asbury Park, N. J.
**MONROE, HANK**
Bing Crosby Sings
WOLF, Syracuse, N. Y.
**MONTGOMERY, BOB**
Coffee Time
WFNC, Fayetteville, N. C.
**MONTGOMERY, BOB**
Swing Club
WGL, Fort Wayne, Ind.
**MONTGOMERY, DOUG**
Delta Disc Derby
KUBC, Montrose, Cal.
**MONTGOMERY, PAUL**
Platter Parade
WFRC, Reidsville, N. C.
**MOODY, WILLIAM G.**
Destination Midnight
KIT, Yakima, Wash.
**MOORE, BOB**
KUSN, San Diego, Cal.
**MOORE, BOB**
Bob Moore Show
WLAW, Lawrence, Mass.
**MOORE, CHARLIE**
Harvey's House
WCED, Dubois, Pa.
**MOORE, LONNY**
730 Club
WFAK, Charleston, S. C.
**MOORE, RICHARD B.**
KGFF, Shawnee, Okla.
**MOORE, YVONNE**
WWON, Woonsocket, R. I.
**MORATH, MAX**
Record Shop
KGHF, Pueblo, Colo.
**MORE, TOM**
Jamboree
WNOX, Knoxville, Tenn.
**MORGAN, BILL**
Hit The Deck
WHAN, Charleston, S. C.
**MORGAN, GENE**
Music For the Party
KCMJ, Palm Springs, Cal.
**MORGAN, HAL**
Musical Inn
WGAR, Cleveland, O.
**MORGAN, HANK**
Hank Morgan Show
WNAO, Raleigh, N. C.

**MORRIS, AL**
Al's Record Shop
WCON, Atlanta, Ga.
**MORRIS, ALLEN**
WNLC, New London, Conn.
**MORRIS, JOHNNY**
Johnny On The Spot
WLOL, Minneapolis, Minn.
**MORRIS, JOHNNY**
Music With Morris
WTOR, Torrington, Conn.
**MORRISSEY, JACK**
Musical Clock
WARK, Akron, O.
**MORTON, GLEN**
Platter Matter
WGEM, Quincy, Ill.
**MOSEBY, JAMES**
Jim's Sweet Jive
WITZ, Jasper, Ind.
**MOYER, DON**
Morning By Request
WLOH, Princeton, W. Va.
**MOYLE, ROGER**
1230 Breakfast Club
WBPZ, Lock Haven, Pa.
**MOYLE, WILLARD**
Morning Date
WKOK, Sunbury, Pa.
**MULHOLLAND, ROSS**
WXYZ, Detroit, Mich.
**MULLIGAN, BERTRAND F.**
Mid Morning Serenade
WRON, Ronceverte, W. Va.
**MULLINAX, WALLY**
Starlight Serenade
WFBC, Greenville, S. C.
**MULQUEENY, JIM**
Night Owl Club
WCBT, Roanoke Rapids, N. C.
**MULVIHILL, JOE**
1100 Club
WTAM, Cleveland, O.
**MUNDEN, GROVER**
740 Club
WMBL, Morehead City, N. C.
**MUNN, MELVIN**
KRLD, Dallas, Tex.
**MUNRO, RED**
Record Rack, Night Owl Club
WCOG, Greensboro, N. C.
**MUNZELL, ADRIAN**
Showtime At Sunrise
WTMA, Charleston, S. C.
**MURFF, JIM**
Juke Box Review
WDSC, Dillon, S. C.
**MURPHY, BOB**
Bob Murphy Show
WJBK, Detroit, Mich.
**MURPHY, JACK**
Requestfully Yours
KWRZ, Flagstaff, Ariz.
**MURRAY, HAL**
Murray-Go-Round
WQAM, Miami, Fla.
**MYER, DICK**
Schooltime
WAGM, Presque Isle, Me.
**MYERS, GENE**
KLEE Club
KLEE, Houston, Tex.

## —N—

**NAGLE, JACK**
Skyline Patrol
WMFR, High Point, N. C.
**NASH, R. JAY**
KIOA, Des Moines, Ia.
**NATHAN, NORMAN**
Platter Chatter
WMEX, Boston, Mass.
**NAUGHTON, RUSS**
Music Off The Record
WDRC, Hartford, Conn.
**NAUGLE, DAVE**
Off The Record
KFJZ, Fort Worth, Tex.
**NEAL, BOB**
Rhythm Ranchers, Bob Neal Show
WMPS, Memphis, Tenn.
**NEALE, LOUIS**
You Name It—We Play It
WFGN, Gaffney, S. C.
**NEDIN, DICK**
RL Juke Box
WWRL, New York, N. Y.
**NEDRY, ROGER**
Chinnin' and Spinnin'
KPAS, Banning, Cal.
**NEELY, JACK**
Mailbox Roundup
WKTM, Mayfield, Ky.
**NELSON, BOB**
Band Parade
KOVC, Valley City, N. Dak.
**NELSON, BOB**
The Swing Clinic
WBBQ, Augusta, Ga.
**NELSON, CARL**
Masters of Rhythm
WTMJ, Milwaukee, Wis.
**NELSON, CHARLES**
Harlem Echoes
KGBC, Galveston, Tex.
**NELSON, CHARLES**
Record Review
WFBG, Altoona, Pa.
**NELSON, DAVID**
Dave Nelson Show
WWAP, Portsmouth, Va.
**NELSON, GENE**
Start The Music
WLCS, Baton Rouge, La.
**NELSON, TED**
Music Matinee, After Hours
KVET, Austin, Tex.
**NELSON, TED**
Merry-Go-Round
WHYN, Holyoke, Mass.
**NELSON, VERNON**
KTRI, Sioux City, Ia.
**NEWPORT, BILL**
Beale Street Jive
WMFT, Florence, Ala.
**NEY, CHUCK**
At Your Request
WDSG, Dyersburg, Tenn.
**NIAGRO, JOE**
You Asked For It Club
WDAS, Philadelphia, Pa.
**NICHOLSON, JOHN**
Club 1290, Wake Up Time
Musical Clock
WTMC, Ocala, Fla.
**NIMMO, BILL**
Platter Time
WLW, Cincinnati, O.
**NIXON, NICK**
950 Cub
WARC, Rochester, N. Y.
**NOBEL, AL**
Juke Box
KQV, Pittsburgh, Pa.
**NOETHANS, WILLIAM**
Western Roundup
KSCO, Santa Cruz, Cal.
**NOLAN, TOM**
WCON, Atlanta, Ga.
**NOLEN, BETTY HUGHES**
Just For Ladies
KADA, Ada, Okla.
**NOLL, RAY**
Counsin Ray
KALL, Salt Lake City, Utah
**NORMAN, BOB**
1490 Cub
WESB, Bradford, Pa.
**NORVAL, BUD**
Rural Roundup
WFOR, Hattiesburg, Miss.
**NUSBAUM, MORT**
MC; b. Rochester, N. Y., Aug. 10, 1914; ed. Univ. of Rochester; Cinderella Weekend, You Can Be A Star, Meet Me At The Triton, Clock Wise (WHAM) Rochester, N. Y.
**NYDEGGER, VERNE**
Carnival Of Music
KFBI, Wichita, Kans.

## —O—

**O'BANNON, GENE**
Houston Hit Parade
KTHT, Houston, Tex.
**O'BRIEN, BILL**
Time To Dance
WBET, Brockton, Mass.
**O'BRIEN, DAVEY**
Your All Request
WDXI, Jackson, Tenn.
**O'BRIEN, JACK**
Melody Corner
KVOR, Colorado Springs, Colo.
**O'BRIEN, JIM**
1280 Club
WMRO, Aurora, Ill.
**O'CONNOR, JACK**
O'Connor's Nervous System
WOBS, Jacksonville, Fla.
**O'CONNOR, TOM**
1400 Club
WBIZ, Eau Claire, Wis.
**ODOM, RAYMOND**
Good Morning Program
KSTA, Coleman, Tex.
**O'DONNEL, JOHNNY**
Club 1270
WHBF, Rock Island, Ill.
**ODUM, JAMES**
Club Fourteen Double O
WHKP, Hendersonville, N. C.
**OLIVER, W.**
Musical Clock
WJVA, South Bend, Ind.
**OLSEN, JOHNNY**
(Olsen, John L.); Radio performer, writer, producer, singer, MC; b. Windom, Minn., May 22, 1910; South Dakota Business College; Ladies Be Seated (ABC); Johnny Olsen's Rumpus Room (ABC); Ladies Be Seatd (Tele, WABD); Olsen Rumpus Room (Tele, WPTZ, WABD); Club Matinee (ABC).
**OLSEN, BRUNO**
Jukebox Serenade
WLPO, La Salle, Ill.
**OLSON, HERB**
Rumpus Room
KXIC, Iowa City, Ia.
**O'MALLEY, CHICK**
Tel-o-Quester
WACE, Chicopee, Mass.
**O'NEIL, PAUL**
Commuter's Express
WNMP, Evanston, Ill.
**ORTON, HAL**
KRIC, Beaumont, Tex.
**OSBORNE, JIMMY**
WLEX, Lexington, Ky.
**OSBORNE, OZZIE**
Variety Hour
WISH, Indianapolis, Ind.
**OWEN, DON**
10:15 Club
KADA, Ada, Okla.
**O'WRIL, BOB**
Polka Party
WPOR, Portland, Me.
**OXFORD, GEORGE**
Tastefully Yours
KWBR, Oakland, Cal.

**OZIER, WHIT**
Records To You
KSWO, Lawton, Okla.

## —P—

**PAGE, ELIOT**
The Band Box
WWSR, St. Albans, Vt.
**PAGE, SAM**
Requestfully Yours
WNBF, Binghamton, N. Y.
**PALDER, MEL**
Early Worm
KRUL, Corvallis, O.
**PALLAN, ART**
National Record Hits
WWSW, Pittsburgh, Pa.
**PALMER, CHUCK**
Open House
KFXM, San Bernardino, Cal.
**PALMER, CLARK**
Breakfast Club
WBEX, Chillicothe, O.
**PALMER, RUGGLES**
Music In The Night
WFAA, Dallas, Tex.
**PARENTE, BOB**
Bob Parente Show
KCRA, Sacramento, Cal.
**PARKER, DICK**
Juke Box Review
WMBM, Miami Beach, Fla.
**PARKER, ELZIE**
Musical Clock
KFPW, Fort Smith, Ark.
**PARKHURST, BILL**
Symphonette
KGB, San Diego, Cal.
**PARKS, DEL**
Melody Matinee
WAMS, Wilmington, Del.
**PARSONS, JEANNE**
Jack and Jeanne
WBCK, Battle Creek, Mich.
**PARSONS, BEN**
Midnight Dancing Party
WRBL, Columbus, Ga.
**PASCOE, KEN**
Pascoe's Platters
KDB, Santa Barbara, Cal.
**PASULLO, JAMES**
Ballroom News
WAVZ, New Haven, Conn.
**PATCH, MEL**
Melody Time
KWRZ, Flagstaff, Ariz.
**PATTERSON, CREAM**
WONS, Hartford, Conn.
**PAUL, LeROY**
Wake-Up Time
WJRD, Tuscaloosa, Ala.
**PAULL, ED**
Royal Crown Show
WCED, Dubois, Pa.
**PAULSEN, VICTOR**
KGYW, Vallejo, Cal.
**PAULSON, AL**
Carnival of Rhythm, Night Watch
WLOL, Minneapolis, Minn.
**PAYE, DON**
Teen Age Jive
WICY, Malone, N. Y.
**PAYMAR, GORDY**
Gordy Paymar Show
WREX, Duluth, Minn.
**PAYNE, LLOYD**
Painless Payne
WDXB, Chattanooga, Tenn.
**PEALE, HUBERT**
Night Owl
WHAN, Charleston, S. C.
**PEARS, TOMMY**
Dance Time
KVOL, Lafayette, La.
**PEARSON, WALLY**
1600 Revue
KCRG, Cedar Rapids, Ia.
**PEDIGO, SPECK**
Cowboy Serenade
KCRC, Enid, Okla.
**PEISS, E. L.**
Sugar & Spice, 1230 Club
KVOS, Casper, Wyo.
**PENCE, OZZIE**
Melody Lane
KTMC, McAlester, Okla.
**PENNY, GAIL**
Curfew Capers
WJRD, Tuscaloosa, Ala.
**PERFECTO, VERO**
MBC, Chatter
KZRH, Manila, P. I.
**PERKINS, RAY**
The Ray Perkins Show
KFEL, Denver, Colo.
**PERRY, DICK**
Pittsburgh Matinee
WPIT, Pittsburgh, Pa.
**PERRY, STU**
Strictly Off the Record
WWSR, St. Albans, Vt.
**PETERS, BILL**
Breakfast Show
WESB, Bradford, Pa.
**PETERS, JOHN**
Swing Shanty, Dawn Busters
WPDX, Clarksburg, W. Va.
**PETERSON, DON**
Musical Scrapbook
KICM, Mason City, Ia.
**PETERSON, JAMES**
Time & Temperature
WOKZ, Alton, Ill.
**PETERSON, KEN**
Playing Favorites
WOC, Davenport, Ia.
**PETERSON, PETE**
Music for Matinee
KICD, Spencer, Ia.
**PETTAY, FRAN**
Night Watchman
WJR, Detroit, Mich.
**PFIEL, JACK**
Blackjack's Bedlam
WMAJ, State College, Pa.
**PHILLIPS, C. W.**
Juke Box Review
WBBB, Burlington, N. C.
**PHILLIPS, BILL**
Window Shopping
WABY, Albany, N. Y.
**PHILLIPS, CONRAD**
1600 Club
WGIV, Charlotte, N. C.
**PHILLIPS, LEN**
All Night Revue
KWBR, Oakland, Cal.
**PICKETT, LYMAN**
Clockwatcher
WRUF, Gainesville, Fla.
**PIERCE, BILL**
Mayor-Tin Pan Alley
WBKA, Brockton, Mass.
**PIERCE, BILL**
Bill Pierce Show
WSCR, Scranton, Pa.
**PIERCE, JOHN**
Record Lounge
WTAC, Flint, Mich.
**PINKLEY, CARSON**
Alarm Klok Klub
KELK, Elko, Nev.
**PINKSTON, JOE**
WSUA, Bloomington, Ind.
**PINNEY, DONALD**
Preview Time, Memory Lane
KBIO, Burley, Ida.
**PITTENGER, DICK**
Amber Room
WFBM, Indianapolis, Ind.
**PLAMER, JOHNNY**
Tempos at Ten
WRCS, Ahoskie, N. C.
**PLATIS, GEORGE**
Platis Platter Party
KLIX, Twin Falls, Ida.
**POLLACK, FRANK**
Contrasts in Music
WEXT, Milwaukee, Wis.
**POLLARD, BOB**
Record Review
KTAR, Phoenix, Ariz.
**POOLE, BOB**
MBS
**POOLE, BOB**
Turntable Roundup
WMRC, Greenville, S. C.
**POOLE, ROBERT**
Radio Announcer, Disc Jockey, MC; b. Stonewille, N. C., April 10, 1916; ed. Univ. of N. C.; Poole's Paradise, MBS and WWL, New Orleans, La.; Poole's Parlor, WOR, N. Y.
**PORTER, CHARLES**
Juke Box Review
KIRX, Kirksville, Md.
**PORTER, RAY**
Alarm Clock Club
KRHD, Duncan, Okla.
**POSKA, AL**
Midnight Flyer
KFI, Los Angeles, Cal.
**POULUS, JERRY**
KIEM, Eureka, Cal.
**POWELL, BOB**
Spinner's Sanctum
WGAN, Portland, Me.
**POWELL, CHARLIE**
After Breakfast
WKJG, Fort Wayne, Ind.
**POWELL, JACK "SCAT"**
2315 Club
WKY, Oklahoma City, Okla.
**POWELL, KEN**
"1400 Club"
WELM, Elmira, N. Y.
**POWERS, DON**
Mythical Ballroom
KIUL, Garden City, Kans.
**POWERS, JACK**
Club 1150
WJBO, Baton Rouge, La.
**POWERS, RALPH**
Ralph Powers Program
WBMD, Baltimore, Md.
**POWLESS, SAM**
Saturday Session
WHBU, Anderson, Ind.
**PRATT, BUD**
1230 Club
KRES, St. Joseph, Mo.
**PRENTICE, JOE**
Grab Bag
WGPA, Bethlehem, Pa.
**PRESTON, LEW**
Saddle Pals, 940 Trail, All Star Western
KVAI, Amarillo, Tex.
**PRICE, PAUL**
Paul Price Show
WFTW, Fort Wayne, Ind.
**PRITTIE, DON**
Musical Mule Bag
WLEC, Sandusky, O.
**PROVENSEN, DICK**
Music In The Night
WFAA, Dallas, Tex.
**PRYOR, RICHARD**
Austin Hoedown
KTBC, Austin, Tex.
**PURSE, TODD**
Todd Purse Show
WJLB, Detroit, Mich.

**PURYIS, BETTELOU**
The Girl Friend
WPGH, Pittsburgh, Pa.
**PYNE, JOE**
Downbeat
WVCH, Chester, Pa.

## —Q—

**QUINN, JACK**
Jack Quinn Show, Time & Tempo
WDZ, Tuscola, Ill.
**QUINN, RAY**
A Look At The Records, Mid-Morning Merry-Go-Round
WBKA, Brockton, Mass.
**QUADE, WARREN**
Juke Box Review, Request Review
KCOY, Santa Maria, Cal.
**QUAVE, MACKIE**
In The Groove
WIS, Columbia, S. C.

## —R—

**RAGSDALE, NORMAN**
Slap-Happy-Happy Club
WCNC, Elizabeth City, N. C.
**RAINES, JIM**
Chore Time
WAVL, Apollo, Pa.
**RANDALL, BILL**
Randall Show
WJLB, Detroit, Mich.
**RAUH, G.**
1580 Club
WJVA, South Bend, Ind.
**RAYBURN, GENE**
WNEW, New York, N. Y.
**RAYMOND, GENE**
WNEW, New York, N. Y.
**REDFORD, LEE**
1490 Club
WKAY, Glasgow, Ky.
**REECE, SANDY**
Sandman Serenade
WSBT, South Bend, Ind.
**REED, BILL**
Wake Up & Live
KYOU, Greeley, Colo.
**REED, RED**
1450 Swing Club
WHKP, Hendersonville, N. C.
**REEVES, JIM**
C'Mon and Dance
WIP, Philadelphia, Pa.
**REID, CLARK**
1060 Club
WHFB, Benton Harbor, Mich.
**REIG, HOWARD**
WGY, Schenectady, N. Y.
**REQUARD, JAY**
Sports Parade
WSID, Baltimore, Md.
**REYERS, RENE**
Early Bird
KZRH, Manila, P. I.
**REYNOLDS, CLIF**
Housewives Matinee
WGUY, Bangor, Me.
**REYNOLDS, JIM**
Night Club
WKNY, Kingston, N. Y.
**REYNOLDS, JOHN**
Teentimers' Revue
WLOS, Asheville, N. C.
**REZNOR, JOHN**
Johnies Matinee
WPFB, Middletown, O.
**RICCA, TONY**
Concert Hall
KEIO, Pocatello, Ida.
**RICE, LEE**
Sandman's Serenade
WBIZ, Eau Claire, Wis.
**RICE, RICHARD**
Stack of Shellac
WTOD, Toledo, O.
**RICH, AL**
Afternoon By Request
WLOH, Princeton, W. Va.
**RICHARDS, BILL**
Special Request
WMON, Montgomery, W. Va.
**RICHARDS, MALCOLM**
WCPO, Cincinnati, O.
**RICHARDS, MEL**
Just About Time
WSBA, York, Pa.
**RICHARDSON, CHARLES T.**
Turntable Turnover
WMOH, Hamilton, O.
**RICHMOND, EVERETT**
Hits Of The Day
WLBR, Lebanon, Pa.
**RICKENBACKER, ACE**
Ace's Postscripts
WSPA, Spartanburg, S. C.
**RIED, PAUL**
Musical Clock
WKLF, Clanton, Ala.
**RIGBY, LOEHR**
Diggin' With Rig
KPAS, Banning, Cal.
**RILEY, HARRY**
Sit In and Listen Platter Party
WVYW, Fairmont, W. Va.
**RIVERA, FRANCESCO**
Musical del Oeste, Correo Musical
WVJP, Caguas, P. R.
**ROBBINS, FRED**
1280 Club
WOV, New York, N. Y.
**ROBERTS, BRUCE**
Club 1520
WKBW, Buffalo, N. Y.
**ROBERTS, CLAUDE**
Melody Corral, 1400 Club
KTEM, Temple, Tex.
**ROBERTS, DON**
Off The Record
KSST, Sulphur Springs, Tex.
**ROBERTS, DON**
Music Shop
WKNE, Keene, N. H.
**ROBERTS, HOWDY**
Musical Clock
WMT, Cedar Rapids, Ia.
**ROBERTS, JOE**
Western Jamboree
KOMA, Oklahoma City, Okla.
**ROBERTS, LARRY**
Swing Session
WHB, Kansas City, Mo.
**ROBERTS, PAUL**
Rhythm At Random
WFBM, Indianapolis, Ind.
**ROBERTSON, TRAFTON**
Sunrise Serenade
WTAR, Norfolk, Va.
**ROBINSON, PAUL**
Record Review
KFRU, Columbia, Mo.
**ROBINSON, TOM**
Housewives Club
KTEM, Temple, Tex.
**ROCKE, LOUIS**
WCAX, Burlington, Vt.
**ROCKWELL, AL**
Al Rockwell Show
KRNT, Des Moines, Ia.
**RODDY, JOE**
Midway of Music
KTBC, Austin, Tex.
**RODGERS, CLIFF**
Melody Round-Up
WHKK, Akron, O.
**ROGERS, TOM**
Tom's Turntable Torture
WJNC, Jacksonville, N. C.
**ROMANO, TOM**
Musical Mail Call
WNHC, New Haven, Conn.
**ROOS, REG**
Platter Party
KRLC, Lewiston, Ida.
**ROSE, JOHN**
WHK, Cleveland, O.
**ROSE, JOSEPH**
Midday-Merry-go-round
WOTW, Nashua, N. H.
**ROSS, DON JOH**
Shoppers Special
WDRC, Hartford, Conn.
**ROSS, KAL**
"The Filekeeper"
WNDR, Syracuse, N. Y.
**ROSS, MARTIN**
Off The Record, Tunes for Teens
WPTR, Albany, N. Y.
**ROTHMAN, LEE**
Star Time, Jockey's Choice
WWXL, Peoria, Ill.
**ROUSH, SIGEL A.**
Morning Mail
WBOW, Terre Haute, Ind.
**ROWAND, ALPHA**
Paramount Floor Show, Top Tunes
WBLK, Clarksburg, W. Va.
**RUARK, DAVE**
Dancing In The Dark
WGAU, Athens, Ga.
**RUCKLE, ROBERT E.**
Talk of the Town
WRDW, Augusta, Ga.
**RUDOLPH, HOWARD**
Melody Market
WITH, Baltimore, Md.
**RUSH, JIM**
Spinner Sanctum
WBBC, Flint, Mich.
**RUSKIN, PHIL**
Show Without A Name
WWOO, Sault St. Marie, Mich.
**RUSSELL, PAUL**
Disc Date
WHBS, Huntsville, Ala.
**RUTLEDGE, NED**
In Tune With Times
WLAN, Lancaster, Pa.
**RYAN, VINCENT**
All Thru The Night
WHAT, Philadelphia, Pa.
**RYAN, WILLIAM**
Ryan With Records
WESA, Charleroi, Pa.
**RYEL, FLOYD**
WSRS, Cleveland Heights, O.

## —S—

**SALLES, BOB**
Evening Varieties
WEBJ, Brewton, Ala.
**SALVI, JOE**
Time Keeper
KGCU, Mandan, N. C.
**SAMPLE, K. O.**
1400 Club
KEPW, Fort Smith, Ark.
**SAND, LES**
Yawn Patrol
WWDC, Washington, D. C.
**SANDERS, BOB**
Afternoon Swing Session
WSGN, Birmingham, Ala.

**SANDERS, STEU**
After Hours
KVFD, Fort Dodge, Ia.
**SANDLER, BERNIE**
1490 Club
WBTA, Batavia, N. Y.
**SANDS, MIKE**
Sandman
WMBS, Uniontown, Pa.
**SAPP, MARK**
Rhythm Rambles
KWRZ, Flagstaff, Ariz.
**SARGENT, KENNY**
Platter Chatter, Kenny Sargent Show
WHHM, Memphis, Tenn.
**SAUNDERS, ALLEN**
Alarm Clock Club
WCHA, Chambersburg, Pa.
**SAUNDERS, BRUCE**
Record Shop
WSBT, South Bend, Ind.
**SAVINSKI, WALT**
WJMS, Ironwood, Mich.
**SAWIN, PAUL**
1150 Club
KRSC, Seattle, Wash.
**SAWYER, BILL**
Make Believe Ballroom
KWJJ, Portland, Ore.

## SCANLON, ART
WINS

**SCANLON, JACK**
Sunnyside Up
WLIZ, Bridgeport, Conn.
**SCARBOROUGH, LARRY**
Harmony House
WOBS, Jacksonville, Fla.
**SCHENCK, BUD**
1290 Club
WTRF, Bellaire, O.
**SCHERER, JOSEPH**
Platter Parade
KGHF, Pueblo, Colo.
**SCHNEIDER, BENNETT**
Hits & Bits
WRMS, Ware, Mass.
**SCHOLES, CHARLIE**
Musical Clock
WNGO, Mayfield, Ky.
**SCHROCK, ALLAN**
Friendly Time, Requestfully Yours
KFJB, Marshalltown, Ia.
**SCHULTZ, LEONARD W.**
Evening Serenade
WCRW, Chicago, Ill.
**SCOTT, TED**
Hodge Podge Lodge
KTMS, Santa Barbara, Cal.
**SCOVILL, CHARLES**
WRMS, Ware, Mass.
**SEALS, R. B.**
Treasure Tunes
KSTA, Coleman, Tex.
**SEARS, POP**
Alarm Clock Show
KHUM, Eureka, Cal.
**SEARS, ZENAS**
The Mailman
WQXI, Atlanta, (Buckhead), Ga.
**SEFICK, BOB**
Sundial
WARD, Johnstown, Pa.
**SEIGEL, PAUL**
Symphonic Composer
WKAY, Miami Beach, Fla.
**SELLERS, BILL**
Carolina Coffee Time
WCEC, Rocky Mount, N. C.
**SELTZER, EVERETT**
WONS, Hartford, Conn.
**SEVERSON, JACK**
Jack and Jeanne
WBCK, Battle Creek, Mich.
**SEWEL, GRANT**
KCBQ, San Diego, Cal.
**SEYMORE, BOB**
Off The Record
WKMH, Dearborn, Mich.
**SHADDUCK, GLADYS**
Family Music Store
WNBF, Binghamton, N. Y.
**SHANAHAN., TOM**
Club 60
WSMP, Milwaukee, Wis.
**SHARPE, BILL**
KWFT, Wichita Falls, Tex.
**SHAW, DON**
Good Morning Man
WEWO, Laurinburg, N. C.
**SHAW, EDDY**
Musical Clock
WFLA, Tampa, Fla.
**SHAW, JOE**
WAPO, Chattanooga, Tenn.
**SHAWCROFT, JACK**
KRSC, Seattle, Wash.
**SHEEHAN, BILL**
Music Recorded
WDRC, Hartford, Conn.
**SHEPHERD, DON**
Wax Works
KWPM, West Plains, Mo.
**SHEPPARD, ED**
Sheppard's Flock
WGH, Newport News, Va.
**SHERIDAN, LEE**
1340 Club
WFIG, Sumter, S. C.
**SHERMAN, BILL**
Session With Sherman
,WPAR, Parkersburg, Pa.
**SHERWOOD, BURT**
Uncle Burt's Dog House, Ranch House Time
WWXL, Peoria, Ill.
**SHERWOOD, CHARLES**
Musical News-Clock
KIXL, Dallas, Tex.
**SHEWALTER, ART**
Paint Street Parade
WBEX, Chillicothe, O.
**SHILLING, FRED**
1240 Club
WFOY, St. Augustine, Fla.
**SHIPEE, ROBERT**
1150 Club
WTCO, Campbellsville, Ky.
**SHIPLEY, JIM**
1560 Club
WTOD, Toledo, O.
**SHORR, MICKEY**
Mickey's Madhouse
WKMH, Dearborn, Mich.
**SHOUP, DICK**
1240 Club
KBYR, Anchorage, Alaska
**SHREVE, THERON**
Elmer Boy
WTAC, Flint, Mich.
**SHUE, PAUL M.**
1490 Club
WAYB, Waynesboro, Va.
**SICHLER, BILL**
1480 Club
WISL, Shamokin, Pa.
**SIDES, ED**
Number Please
KSEL, Lubbock, Tex.
**SIGER, SHEL**
Shel's Bells
KTRI, Sioux City, Ia.
**SIKES, JOSEPH A.**
1240 Club
WEBJ, Brewton, Ala.
**SILBER, JULIAN**
House of Lords
WDAR, Savannah, Ga.
**SILLMAN, JIMMY**
Avenue of Hits
KSEL, Lubbock, Tex.
**SILVER, WARREN**
As You Like It
KFDX, Wichita Falls, Tex.
**SIMCOX, BILL**
Hospitality Time
KLMB, La Grande, Ore.
**SIMMONS, JERRY**
Jr. Disc Jockey
KSID, Sioux Falls, S. Dak.
**SIMMS, HAL**
Midnight Bandwagon
WIP, Philadelphia, Pa.
**SIMMS, HANK**
Save-a-Nickle Club
KIXL, Dallas, Tex.
**SIMON, CLARENCE**
Musical Mix-Up
KIOX, Bay City, Tex.
**SIMON, ERNIE**
Simon Speaks Too
WJJD, Chicago, Ill.
**SIMONSEN, WARREN**
1450 Club
KLBM, La Grande, Ore.
**SIMPSON, JIM**
WARK, Hagerstown, Md.
**SIMPSON, JOHN**
WADC, Arkon, O.
**SIMS, FRANK**
Requestfully Yours
KSMN, Mason City, Ia.
**SINGER, PAUL**
Bar-None Ranch
KDAC, Fort Bragg, Cal.
**SISSON, FRANK**
After Hours
WOOD, Grand Rapids, Mich.
**SISSON, JOHNNY**
Wake Up and Smile
WERD, Atlanta, Ga.
**SKELTON, JOHN R.**
Skelton's Closet
KSAN, San Francisco, Cal.
**SKERDA, JOHN**
Symphonic Varieties
WBPZ, Lock Haven, Pa.
**SLACK, JEAN**
1490 Club
KBOL, Boulder, Colo.
**SLAGLE, JOHN**
WXYZ, Detroit, Mich.
**SLATER, BILL**
1270 Club
KTFI, Twin Falls, Ida.
**SLATTER, BILL**
WJBO, Baton Rouge, La.
**SLOOTMAKER, HOWARD**
Singing Disk Jockey
WLAV, Grand Rapids, Mich.
**SMALL, STEVE**
Morning Mirth
WLBR, Lebanon, Pa.
**SMITH, BILL**
Discopation
WMFR, High Point, N. C.
**SMITH, CHARLIE**
Various
WCHV, Charlottesville, Va.
**SMITH, DALE**
After Hours
KFJB, Marshalltown, Ia.
**SMITH, DON**
1340 Club
WKIC, Hazard, Ky.
**SMITH, FLETCHER**
Fletcher's Patter Chatter
WTNC, Thomasville, N. C.

**SMITH, FRED**
Mr. Smith
WKJG, Fort Wayne, Ind.
**SMITH, GLENN**
Tempo Time
WGL, Fort Wayne, Ind.
**SMITH, HARRY**
Make Way For Rhythm
WCAM, Camden, N. J.
**SMITH, IRVING**
Western Melodies
KPQ, Wenatchee, Wash.
**SMITH, JIMMY**
KCOR, San Antonio, Tex.
**SMITH, KATE**
MBS
**SMITH, RICHARD D.**
Musical Roundup
WMTW, Portland, Me.
**SMITH, TOM**
Matinee In Rhythm
WMNB, North Adams, Mass.
**SOARES, GENE**
You Name It, We'll Play It
WABY, Albany, N. Y.
**SOBOL, JOHNNY**
Polka Party
WILK, Wilkes-Barre, Pa.
**SOLITARE, BERT**
Open House
KRE, Berkeley, Cal.
**SOMERBY, HOPE**
WWON, Woonsocket, R. I.
**SORELY, MARK**
Carnival In Rhythm
KPQ, Wenatchee, Wash.
**SOUTWICK, ROY**
Record Random
KID, Idaho Falls, Ida.
**SOWERS, NELL**
Dulcie's Dawn Busters
WSTP, Salisbury, N. C.
**SPANGLER, ELDEN**
Wake Up Smiling
WLAN, Lancaster, Pa.
**SPECIAL, JOHNNY**
Tune Factory
KSFT, Trinidad, Colo.
**SPIEGLE, STAN**
Doodle Bug
KXRO, Aberdeen, Wash.
**STAMPER, GILBERT**
Hayloft
WAIR, Winston-Salem, N. C.
**STANLEY, HAL**
Request Party
WSSB, Durham, N. C.
**STARK, CHARLES**
Charlie Starke's Music Shoppe
WINS, New York, N. Y.
**STARR, JOE**
Club 860
WERD, Atlanta, Ga.
**STARR, RAY**
Ray's Record Room
KAYX, Waterloo, Ia.
**STEADMAN, FRED**
Hill Country Hits
KNAF, Fredericksburg, Tex.
**STEBBINS, DICK**
Breakfast Party
WENE, Endicott, N. Y.
**STEELE, LOU**
Club 93
WPAT, Paterson, N. J.

## STEELE, TED
NBC; CBS; KMPC; WMCA.

**STEER, PHIL**
Feedbag Frolics
WVCH, Chester, Pa.
**STEIN, REX**
1180 Hour
WLDS, Jacksonville, Ill.
**STENGEL, DAN O.**
Dan's Disc Derby
KSIM, Sikeston, Mo.
**STENGER, JOHN, 3rd**
Melody Merry-Go-Round
WBAX, Wilkes-Barre, Pa.
**STENGER, PETE**
WEPM, Martinsburg, W. Va.
**STEPHENS, BOB**
Down Melody Lane
KTNM, Tucumcari, N. Mex.
**STEPHENS, GENE**
You Name It
WINR, Binghamton, N. Y.
**STEPHENS, JOE**
Reveille, With Joe
WDWD, Dawson, Ga.
**STEPHENS, SAM**
Melody Matinee
KBUH, Brigham City, Utah
**STERLING, EDWARD M.**
Midnight Express
KGLU, Safford, Ariz.

## STERLING, JACK
The Jack Sterling Show (CBS)

**STERLING, LUD**
Request Club
WLEE, Richmond, Va.
**STERN, DICK**
Evening at Shelbourne
WKAT, Miami Beach, Fla.
**STEVENS, ALAN**
Alan Stevens Show
WINN, Louisville, Ky.
**STEVENS, ED**
Record Rack
KENI, Fairbanks, Alaska
**STEVENS, LEN**
WHAT Jamboree
WHAT, Philadephia, Pa.
**STEWART, ALAN**
WTEL, Philadephia, Pa.
**STEWART, MIKE**
Rhythm Time
WFOR, Hattiesburg, Miss.
**STEWART, TOM**
Musical Clock
WPAQ, Mt. Airy, N. C.
**STEWART, WILLIAM**
Bill Stewart's Scrapbook
WBMS, Boston, Mass.
**STEWART, WYNN**
Penthouse Serenade
KRNO, San Bernardino, Cal.
**STITCH, BOB**
Swing Shift
WCMA, Corinth, Miss.
**STIERMAN, VERNE**
Friendly Time
KDTH, Dubuque, Ida.
**STILL, JULIUS**
WGGA, Gainsville, Ga.
**STIR, JACK**
The Moondial
WTSP, St. Petersburg, Fla.
**STONE, CHARLES M.**
Uncle Bud
WMBR, Jacksonville, Fla.
**STONE, HARRY**
Jive Till Five, Club Eleven
KPAB, Laredo, Tex.
**STONE, LOU**
Record Jamboree
WGBB, Freeport, N. Y.
**STOREY, ROBERT**
Storey & Song
WKAL, Rome-Utica, N. Y.
**STOVER, SMOKEY**
KOBE, Las Cruses, N. Mex.
**STRAND, PHIL**
Record By Request
WLPO, La Salle, Ill.
**STRIBLING, BILL**
Strib's Serenade
WORD, Spartanburg, S. C.
**STRICKLAND, ARVIN**
Musical Clock
KWPM, West Plains, Mo.
**STRONG, AL**
Hillbilly Roundup
KSAM, Huntsville, Tex.

## STRONG, JERRY
Jerry Strong Show (WINX), Washington, D. C.

**STRONG JIMMY**
840 Club
WKNB, New Britain, Conn.
**STRUCHIO, GENE**
Melody Lane
WTMC, Ocala, Fla.
**STRUTHERS, JACK**
Strutting With Struthers
WDNE, Elkins, W. Va.
**STURMER, LES**
Sunrise Serenade
WJPG, Green Bay, Wis.
**SUAREZ, PEDRO**
Sonrisas, Musicales
KURV, Edinburg, Tex.
**SULLIVAN, DENNY**
Request Granted
WDOS, Oneonta, N. Y.
**SULLIVAN, RONALD**
Spinners Sanctum, Swing Time, Make Believe Ballroom
WIKY, Evansville, Ind.
**SUNKEL, BUD**
Yawn Patrol
WDAN, Danville, Ill.
**SUTHERLAND, JAMES**
Midnite Matinee
KGCU, Mandan, N. Dak.
**SUTTON, CLARK**
Twenty Nickels
KYOU, Greeley, Colo.
**SWAIN, SIG**
Requestfully Yours
WWGP, Sanford, N. C.
**SWANSON, BOB**
KIMA, Yakima, Wash.
Date At Eight
**SWANSON, BOB**
Varsity Jamboree
WISC, Madison, Mis.
**SWANSON, ROY**
Coffee Club
KUBA, Yuba City, Cal.
**SZMYD, EMIL**
Meet the Band
WBAA, Lafayette, Ind.

## —T—

**TABOR, BLAKE**
Kernel Korn's Korn Krib
WIBV, Belleville, Ill.
**TAMBLYN, BOB**
WCSC, Charleston, S. C.
**TAPLIN, PRESTON**
Time For Taplin
WELM, Elmira, N. Y.
**TATE, ART**
WBSR, Pensacola, Fla.
**TAUSCH, DON**
Hillbilly Heaven
KTBB, Tyler, Tex.
**TAYLOR, BILL**
Willy The Hillbilly
KFMJ, Tulsa, Okla.
**TAYLOR, BILL**
WWNC, Newton, N. C.
**TAYLOR, BRAD**
4:00 O'Clock Special
WLBJ, Bowling Green, Ky.
**TAYLOR, BROOKE**
Music Box
WJW, Cleveland, O.

**TAYLOR, CLAUDE**
Sunrise Serenade
WJHP, Jacksonville, Fla.
**TAYLOR, JACK**
WINN, Louisville, Ky.
**TAYLOR, JAKE**
Hi Neighbor
WDAE, Tampa, Fla.
**TAYLOR, Pat**
WHPE, Jamboree
WHPE, High Point, N. C.
**TAYLOR, SAM**
Fashions in Music
KWJJ, Portland, Ore.
**TAYLOR, TED**
Radio Juke Box
WFDF, Flint, Mich.
**TAYLOR TOM**
WMBD, Peoria, Ill.
**TAYLOR, WILL**
Sid's Coffee Shop
WWID, Baltimore, Md.
**TAZELAAR, ROBERT**
WKZO, Kalamazoo, Mich.
**TELLER, DICK**
Time Clock Serenade
WSIR, Winter Haven, Fla.
**TEMPLETON, JOSEPH**
Chimetime
WNAE, Warren, Pa.
**TERRANDO, JOSEPH**
Musical Clock
WLPO, La Salle, Ill.
**TERRY, CHEM**
WBAP, Fort Worth, Tex.
**TERRY, JOHN R.**
Peoples All Request
WTNS, Coshocton, O.
**THAYER, JACK**
Swing Club
WLOL, Minneapolis, Minn.
**THIBERT, FRANK**
1450 Matinee
WMIQ, Iron Mountain, Mich.
**THIES, JOHN A.**
John's Other Record
KWOC, Poplar Bluff, Mo.
**THOMAS, BILL**
KDTH, Dubuque, Ida.
**THOMAS, BILL**
On The Beam
KORA, Bryan, Tex.
**THOMAS, FRANK**
Rhythms By Request
WTNC, Thomasville, N. C.
**THOMAS, GARRETT**
Good Morning
WOLS, Florence, S. C.
**THOMAS, GORDON**
Top Of The Morning
WTMJ, Milwaukee, Wis.
**THOMAS, JAN**
In Between
KSON, San Diego, Cal.
**THOMAS, JERRY**
Dusty Discs
WMAK, Nashville, Tenn.
**THOMAS, JOE**
Starlight Serenade
WMRC, Greenville, S. C.
**THOMAS, LLOYD**
Yawn Patrol
KHAS, Hastings, Neb.
**THOMAS, VERNE**
Parade of Bands
KOLE, Port Arthur, Tex.
**THOMPSON, CHUCK**
WELO, Tupelo, Miss.
**THOMPSON, DICK**
Fun & Fancy Free
WKRZ, Oil City, Pa.
**THOMPSON, JERRY**
Jive Til Five
WLOX, Biloxi, Miss.

**THOMPSON, JIM**
Melodies of the West
KQV, Pittsburgh, Pa.
**THOMPSON, JIMMY**
The Falls Guy
WJJL, Niagara Falls, N. Y.
**THORNTON, HARRY**
Milkman
WAGC, Chattanooga, Tenn.
**THORNTON, WAYNE, JR.**
Supper, Serenade
KSUE, Susanville, Cal.
**TITUS, FRANK**
Starlight Serenade
WENE, Endicott, N. Y.
**TOLLS, GENE**
House of Blue Lights
KGY, Olympia, Wash.
**TOMPKINS, BILL**
Top Hat Club
KOGT, Orange, Tex.
**TOUHEY, ED**
Club 1490
WCSS, Amsterdam, N. Y.
**TOWER, JOHN**
The Best On Record
KTAE, Taylor, Tex.
**TOWNE, GORDON**
Polk Country Express, Towne Goes To Town
WSIR, Winter Haven, Fla.
**TOWNE, MARILYN**
Breakfast With Marilyn
WNLK, Norwalk, Conn.
**TOWNSEND, JACK**
Carolina Moondial
WGTM, Wilson, N. C.
**TOWNSEND, SAM**
Hillbilly Roundup
WCNU, Crestview, Fla.
**TRACY, BILL**
Musical Clock
WLAR, Athens, Tenn.
**TRAMMELL, LAMAR**
Roof Rhythm
WAGF, Dothan, Ala.
**TRANTER, CHARLES**
Carnival Of Music
WNAE, Warren, Pa.
**TRAVIS, JIM**
Bandwagon
WCNT, Centralia, Ill.
**TRIBLEY, HANK**
Smile Time
WGTC, Greenville, N. C.
**TRIGG, JACK**
KCMC, Texarkana, Tex.
**TRIPLETT, ED**
Melody Manor
KRLC, Lewiston, Ida.
**TROTTER, JOHN**
Platter Parade, Saturday Night Party
KFSA, Fort Smith, Ark.
**TRUDEAU, NED**
Sunshine Hour
WABY, Albany, N. Y.
**TRUSSELL, CHARLIE**
Top Of The Morning
WNOW, York, Pa.
**TUCHOLKA, ED**
Noonday Review
WEBR, Buffalo, N. Y.
**TUCK, GEORGE C.**
Studio B.
WGUY, Bangor, Me.
**TUCKER, JACK**
You Name It
WKOK, Sunbury, Pa.
**TUCKER, LANE**
Sunrise Hour
WKOZ, Kosciusko, Miss.
**TUCKER, LINDSAY**
Requestfully Yours
WKDK, Newberry, S. C.

**TURK, ALFRED**
1230 Club
WJBC, Bloomington, Ill.
**TURNBULL, BEN**
WMSA, Matinee
WMSA, Massena, N. Y.
**TURNBULL, BOB**
Lyric Lane
KAFY, Bakersfield, Cal.
**TURNER, AL**
Hillbilly Roundup
KLIF, Dallas, Tex.
**TURNER, HOWARD**
Hillbilly Jamboree
WGST, Atlanta, Ga.
**TURNER, JIM**
On the Solid Side
KOGT, Orange, Tex.
**TURNER, JIM**
Housewives Helpmate
WFGN, Gaffney, S. C.
**TURNER, TINY**
Breakfast with Turner
WFRC, Reidsville, N. C.
**TURPIN, IRA**
Swingtime Club
WGAA, Cedartown, Ga.
**TUSCANY, BILL**
Tea Time Tunes
WBAA, Lafayette, Ind.
**TUTON, RON**
Sunny Side Of The Street
WJHP, Jacksonville, Fla.
**TWOMEY, MORRIS**
Platter Parade
KVWC, Vernon, Tex.
**TYSON, DAVEY**
Wake Up With Davey
WCAE, Pittsburgh, Pa.

## —U—

**ULBRICH, RAY**
Musical Jamboree
WSOO, Sault Ste. Marie, Mich.
**UMBACH, BOB**
Atomic Boogie
WJLD, Bessemer, Ala.
**UNCLE PETE**
Barnyard Jamboree
WADE, Wadesboro, N. C.
**UNDERWOOD, TOMMY**
Peanut Patch Parade
WOOF, Dotham, Ala.
**UNGER, JOE**
860 Club
KWPC, Muscatine, Ia.
**UZZLE, FREDERICK B.**
1280 Club
KSOK, Arkansas City, Kans.

## —V—

**VACCA, JOHN**
Make Believe Ballroom
KECK, Odessa, Tex.
**VAN CAMP, ROBERT G.**
Morning Melodies
WSB, Atlanta, Ga.
**VANCE, JOHN, JR.**
Sunshine Club
WINK, Fort Myers, Fla.
**VANDERVOORT, EARL**
KBST, Big Spring, Tex.
**VAN LINEN, LOU**
Swing Shift
KIUP, Durango, Colo.
**VANN, FRANK**
Mail Order Music
WTAR, Norfolk, Va.
**VAN SLYCKE, HARRY**
Artists Parade
KNAF, Fredericksburg, Tex.

**VARNER, HARRY**
570 Club
WWNC, Ashville, N. C.
**VAUGHN, BOB**
WORD, Spartanburg, S. C.
**VENELL, BILL**
Carousel
WHO, Des Moines, Ia.
**VESEL, ROBERT**
Vesel Special
WESA, Charleroi, Pa.
**VESTRO, AL**
Revolving Bandstand
WTOR, Torrington, Conn.
**VIA, RICHARD**
Morning Melodies
WLOE, Leaksville, N. C.
**VICTOR, JOHN**
Rhythms By Request
WABB, Mobile, Ala.
**VIEHMAN, ED**
Let's Listen To The Classics
WCCO, Minneapolis, Minn.
**VINSON, BUD**
Name It and Play It
KOIL, Omaha, Neb.
**VISCARRONDO, RAMON**
Correo Musical
WVJP, Caguas, P. R.

## —W—

**WADE, JESS**
KTTS, Springfield, Mo.
**WADSWORTH, MAX**
KCKY Dancing Party, Max's Wax Works
KCKY, Coolidge, Ariz.
**WAGNER, RUSS**
At Your Request
WIBV, Belleville, Ill.

**WAIN, BEA**
Mr. & Mrs. Music (WMCA).

**WAITES, ERNIE**
Harlem Echoes
WZIP, Covington, Ky.
**WALKER, AL**
Off The Record
WCAW, Charleston, S. C.
**WALKER, BOB**
Juke Box Review
KSDN, Aberdeen, S. Dak.
**WALKER, EDDIE**
Pauls Valley, Okla.
**WALKER, GEORGE**
Tops In Pops
WEBR, Buffalo, N. Y.
**WALKER, JIM**
Happy Jim's Dog House
KULA, Honolulu, T. H.
**WALKER, LEE**
Mailman's Matinee
KJAM, Vernal, Utah
**WALKER, MERRILL**
Record Shop
WOAP, Owosso, Mich.
**WALL, ECK**
Alarm Clock Club
WCPS, Tarboro, N. C.
**WALL, W.**
Old Hep Cat
WRNC, Jackson, Miss.
**WALLACE, NEAL**
1240 Club
KFBC, Cheyenne, Wyo.
**WALLER, ART**
Hillbilly Hit Parade
WLOS, Asheville, N.C .
**WALSH, PATSY**
Patti's Party
WMAZ, Macon, Ga.
**WALTERS, BILL**
Record Rhythm Special
WMAM, Marinette, Wis.
**WALTON, EARL**
KROS, Clinton, Ia.
**WARD, BILL**
Breakfast with Bill
WNCA, Asheville, N. C.
**WARD, CHUCK**
Time For Dancing
WHIS, Bluefield, W. Va.
**WARD, DARON**
Good Morning Neighbor
WGBR, Goldsboro, N. C.
**WARD, JOHNNY**
Off The Record
WMTR, Morristown, N. J.
**WARREN, HARRY**
Wake Up and Smile
KUTA, Salt Lake City, Utah
**WARREN, JERRY**
1540 Turntable Terrace
WJMJ, Philadephia, Pa.
**WARREN, STANLEY**
Stan The Record Man
WSAP, Portsmouth, Va.
**WASSEL, TOM**
Music Before Midnight
WBRE, Wilkes-Barre, Pa.
**WATKINS, DICK**
Richard's Record Rendezvous
KSIM, Sikeston, Mo.
**WATKINSON, BARRY**
Kima Kid
KIMA, Yakima, Wash.
**WATSON, ROBERT**
Platter Party
WSB, Atlanta, Ga.
**WATTS, CLAY**
WKBC, North Wilkesboro, N. C.
**WAYNE, LARRY**
Rise & Shine
WCOA, Pensacola, Fla.
**WAYNE, STU**
KYW, Philadelphia, Pa.
**WEAVER, AL**
Strictly Instrumental
KTIP, Porterville, Cal.
**WEAVER, BILL**
Saturday Night Dancing Party
WDAY, Fargo, N. Dak.
**WEAVER, DICK**
Musical Clock
KROD, El Paso, Tex.
**WEBB, BILL**
Sunrise Serenade
KAKC, Tulsa, Okla.
**WEBB, BOB**
WROD, Daytona, Beach, Fla.
**WEBB, CHUCK**
Music By Request
KVOA, Tuscon, Ariz.
**WEBB, DEWEY**
WBHP, Huntsbille, Ala.
**WEBER, GLENN**
Tallahassee Bandstand
WRHP, Tallahassee, Fla.
**WEBSTER, HARRY**
Yawn Patrol
WFUR, Grand Rapids, Mich.
**WEBSTER, JOSEPH**
Club 840
WVPO, Stroudsburg, Pa.
**WEBSTER, KURT**
Midnight Dancing Party
WBT, Charlotte, N. C.
**WEEKS, EDDIE, L.**
Juke Box Jamboree
KABR, Aberdeen, S. Dak.
**WEEKS, RANNY**
Ranny Weeks Record Rack
WCOP, Boston, Mass.
**WEIGLE, FRANN**
Frann Weigle Hour
WAIT, Chicago, Ill.
**WEILER, ROBERT**
Everybody's Hour
KDIX, Dickinson, N. Dak.
**WEISS, DICK**
1520 Club
KSIB, Creston, Ia.
**WELCH, VAN**
Music for the Mrs.
KELK, Elko, Nev.
**WELLES, JAQUES**
All-Night Show
WITH, Baltimore, Md.
**WELLS, BOB**
Hi Teen, Tune Shop
**WELLS, HERB**
Breakfast Club
WLAG, La Grange, Ga.
**WENDELL, CAR**
Wax Works
WBEC, Chillicothe, O.
**WENDELL, BUD**
Wendell's Wax Works
WJMO, Cleveland, O.
**WESLEY, JIM**
Music That Wins
WJPG, Green Bay, Wis.
**WHALEY, BILL**
Harlem Serenade
KMAC, San Antonio, Tex.
**WHEDBEE, CHARLES**
Whedbee's Whimsy
WGTG, Greenville, N. C.
**WHEELER, BILL**
Shopping Tour
WINR, Binghamton, N. Y.
**WHEELER, BUN**
When Day Is Done
KYUM, Yuma, Ariz.
**WHEELER, DWIGHT**
Operations, Music
WFAU, Augusta, Me.
**WHEELER, TONY**
Dawn Patrol
WARC, Rochester, N. Y.
**WHELAM, BILL**
Boston Merry Go Round
WCOP, Boston, Mass.
**WHELAN, OTIS E.**
Rhythm Ranch
KGLU, Safford, Ariz.
**WHITAKER, GENE**
WDUK, Durham, N. C.
**WHITE, CLAUDE**
Hillbilly Hits
WPAQ, Mt. Airy, N. C.
**WHITE, CLAYBORN**
Sepia Swing Club
KTOW, Oklahoma City, Okla.
**WHITE, FRANK**
Morning Roundup
KFBC, Cheyenne, Wyo.
**WHITE, HAL**
Requestfully Yours
KUBC, Montrose, Cal.
**WHITEMAN, PAUL**
The Paul Whiteman Record Club
ABC
**WHITMAN, DON**
Nite-Owl Nitecap
KRNO, San Bernardino, Cal.
**WHITMAN, THOMAS**
Milk Run, Wings of Music
KXGI, Fort Madison, Ia.
**WHITNEY, PHIL**
WINC, Winchester, Va
**WHITTAKER, TOM**
Housewives Platter
WKLY, Hartwell, Ga.
**WHITTINGHILL, DICK**
Hollywood House Party
KGFJ, Hollywood, Cal.

**WHITWORTH, RAY**
Western Hits
KAMQ, Amarillo, Tex.
**WICKIZER, JACK**
1420 Club
KTJS, Hobart, Okla.
**WIDDER, DAVE**
Notes & News
WPIK, Alexandria, Va.
**WIETHAN, DICK**
KLCN, Blytheville, Ark.
**WIGGINTON, WILLIAM**
Say It With Music
WCCO, Minneapolis, Minn.
**WILKE, HUBERT**
Musically Yours
WUSN, Charleston, S. C.
**WILLARD, SID**
Carnival of Music
WEAM, Arlington, Va.
**WILFORD, CARL**
Record Review
KANA, Anaconda, Mont.
**WILLIAMS, BILL**
Band Parade
WOV, New York, N. Y.
**WILLIAMS, BUS**
Top Pops
KOPO, Tuscon, Ariz.
**WILIAMS, DAN H.**
Campus Capers
KTXN, Austin, Tex.
**WILLIAMS, DICK**
KAKE Music Mart
KAKE, Wichita, Kans.
**WILLIAMS, DICK**
Saturday Night Dancing Party
WHAV, Haverhill, Mass.
**WILLIAMS, DICK**
Spotlight On A Star
WITA, Santurce, P. R.
**WILLIAMS, ELLIS**
Matinee
KCRC, Enid, Okla.
**WILLIAMS, GERALD**
Musical Date
WKAP, Allentown, Pa.
**WILLIAMS, GUY**
WLAT, Conway, S. C.
**WILLIAMS, JACK**
Jack Williams Show, Today's Top Five, Jack's Jamboree
WGBS, Miami, Fla.
**WILLIAMS, JERRY**
WAML, Laurel, Miss.
**WILLIAMS, NAT D.**
Tan Town Jamboree
WDIA, Memphis, Tenn.
**WILIAMS, PHIL**
Best By Request
KVOW, Littlefield, Tex.
**WILLIAMSON, BOB**
Musical Clock
WMIK, Middlesboro, Ky.
**WILLIS, FORREST**
"Musical Clock"
WTRY, Troy, N. Y.
**WILLIS, MILTON**
Club 1590
KATL, Houston, Tex.
**WILLS, REX, II**
Music Makers
KHBC, Jill, T. H.
**WILLSE, BILL**
Musical Nitecap
WWNR, Beckley, W. Va.
**WILLSON, JIMMIE**
Roundup Time
WAPI, Birmingham, Ala.
**WILSON, ANDY**
Radio Rangers
KOOL, Phoenix, Ariz.
**WILSON, BILL**
The Bill Wilson Show
WDOD, Chattanooga, Tenn.
**WILSON, BRUCE E.**
Farm & Home Hour
WWPF, Palatka, Fla.
**WILSON, JIM**
All-Time Hit Parade
KFMJ, Tulsa, Okla.
**WILSON, JIM**
Rebel Rouser, Swing Session
WMAK, Nashville, Tenn.
**WILSON, KEN**
Star in the Afternoon
WGST, Atlanta, Ga.
**WILSON, LARRY**
Working With Wax
WNOE, New Orleans, La.
**WILSON, READ**
Top Of The Morning
WWNC, Ashville, N. C.
**WINDROW, AL**
KNPT Click Request
KNPT, Newport, Ore.
**WINERITER, F. J.**
KOPP Club, Sagebrush Party
KOPP, Ogden, Utah
**WINKLER, ERNIE**
Ernie Winkler Show
Middletown, N. Y.
**WINN, WILLIAM**
Musical Clock
WJTN, Jamestown, N. Y.
**WINTERS, GEORGE**
Mason County Matinee
WFTM, Maysville, Ky.
**WINTERS, GREGG**
Teen Canteen
KNDF, Fredericksburg, Tex.
**WIPPRECHT, MARJORY**
Matinee Showacse
KORA, Bryan, Tex.
**WISE, EDDIE**
Sun-Up, Roundup Time
WEBQ, Harrisburg, Ill.
**WISEMAN, CLAUDE**
Sunset Serenade
WOKZ, Alton, Ill.
**WITT, AL**
Tumbleweed Tempos
KEIO, Pocatello, Ida.
**WOBUS, BILL**
TNT
WJOB, Hammond, Ind.
**WOLFE, BOB**
All-Request Record Roundup
KTNM, Tucumcari, N. Mex.
**WOLFE, SKEETS**
Top O' The Morning
WNDB, Daytona, Beach, Fla.
**WOLFF, Linn**
Farm & Home Hour
WPAD, Daducah, Ky.
**WOLOSON, MIKE,**
One Mike To Another
WSCR, Scranton, Pa.
**WOOD, GEORGE**
Woody
WTMV, East St. Louis, Ill.
**WOOD, FOREST**
Cover Puller
WLOS, Asheville, N. C.
**WOOD, FRED**
Woodchopper's Ball
WBZ, Vineland, N. J.
**WOOD, STANLEY**
WSUA, Bloomington, Ind.
**WOODS, CHARLIE**
Midnight Music Shop
WJZ, New York, N. Y.
**WOODS, DICK**
WCPO, Cincinnati, O.
**WOODS, JACK**
Turntable Time
WWXL, Peoria, Ill.
**WOODS, JIM**
Platter Parade
**WOODWARD, LEROY**
WVJS, Owensboro, Ky.
**WOOLF, CARL**
Swingtime
WMVG, Milledgeville, Ga.
**WOOLF, JOHN**
Woolf at the Door
WALL, Salt Lake City, Utah
**WOOTTE, BILL**
Nightcap
WSIC, Statesville, N. C.
**WRIGHT, DAVID**
The Time Keeper
WGIV, Charlotte, N. C.
**WRIGHT, JOHN**
Top 'O Morning
WFBC, Greenville, S. C.
**WYNN, PAUL**
Saturday Night Dancing Party
WWGS, Tifton, Ga.
**WYNN, PAUL**
Afternoon Bandstand
WEWO, Laurinburg, N. C.

## —Y—

**YACK, GEORGE**
WMRF, Lewiston, Pa.
**YARSONS, HARRY**
Breakfast Club
WSTP, Salisbury, N. C.
**YATES, CHARLIE**
In The Groove
WRRF, Washington, N. C.
**YEAGER, DON**
Cat's Rat Race
WTIK, Durham, N. C.
**YEAROUT, WILLIAM**
Timekeeper
WREN, Topeka, Kans.
**YELLAND, E. STARR**
Time & Tempos
KOA, Denver, Colo.
**YOUNG, BILL**
KAKE'S Platter Parade
KAKE, Wichita, Kans.
**YOUNG, DALE**
Recordially Yours
WAOV, Vincennes, Ind.
**YOUNG, J. N.**
KBST, Big Spring, Tex.
**YOUNG, PRESTON**
Pettycoat Party Line
WHLF, South Boston, Va
**YOUNGMAN, JIM**
Polka Party
WESA, Charleroi, Pa.
**YOUNT, CHUCK**
WKBV, Richmond, Ind.
**YOUSE, ROBERT**
1340 Club
WBRK, Pittsfield, Mass.

## —Z—

**ZAPUTIL, BILL**
To Each His Own
WFRC, Reidsville, N. C.
**ZIMMERMAN, BOB**
Music Mongers
WTNS, Coshocton, O.
**ZIMMERMAN, CARL**
Concert Hall
WFOX, Milwaukee, Wis.
**ZINKAND, PHIL**
1500 Club
WWSW, Pittsburgh, Pa.

"THE GOLDEN TOUCH"

Frankie CARLE

HIS PIANO AND HIS ORCHESTRA

COLUMBIA RECORDS

Direction—

GENERAL ARTISTS CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK • CHICAGO • HOLLYWOOD • CINCINNATI • LONDON

# Orchestra Leaders Musical Conductors and Organists

## (RADIO AND TELEVISION)

## —their work during 1948

### —A—

**ACKLEY, WAYNE**
KRNT, Des Moines, Ia.
**ADAMS, DANA**
KTBB, Tyler Tex.
**ADLAM, BASIL**
Curt Massy Show, Johnny Fletcher, Mr. President
ABC
**AGNEW, JOHN K.**
WHKC, Columbus, O.
**AGNEW, THEODORE J.**
KUBC, Montrose Colo.
**AGRESTA, PHIL**
WIS, Columbia, S. C.
**ALAN, PAT**
KSTT, Davenport, Ia.
**ALBERTSON, ROBERT A.**
KTM, San Rafael, Cal.
**ALEXANDER, JEFF**
"Amos 'n' Andy"
NBC
**ALLEN, JAMES**
WTJS, Jackson, Tenn.
**ALLEN, JILL**
WNAO, Raleigh, N. C.
**ALLEN, JOHN**
KPLT, Paris Tex.
**ALLEN, ROBERT**
WCMW, Canton, O.
**ALMAND, JACK**
WGST, Atlanta, Ga.
**AMOLS, MERVYN**
WJLS, Beckley W. Va.
**ANDERSON, CHARLOTTE**
WTHT, Hartford, Conn.
**ANDERSON, DORA**
KZMB, Manila, P. I.
**ANDERSON, WARREN A.**
WGFG, Kalamazoo Mich.
**ANDREWS, JAMES L.**
KXRO, Aberdeen, Wash.
**ARENDALL, RONNIE**
WPTW, Piqua, O.
**ARENSON, JAMES E.**
KTRF, Thief River Falls Minn.
**"ARLO" (Arlo Hults)**
NBC
"Honeymoon in New York,"
"Story Shop"
**ARMBRUSTER, ROBERT**
NBC
"Cavalcade of America,"
"Kraft Music Hall"
**ARMSTRONG, BERNIE**
KDKA, Pittsburgh, Pa.
**ARNOLD, CATHERINE**
WSGN, Birmingham Ala.
**ARNOLD, MARION**
WNAM, Neenah, Wis.
**ARTZT, WILLIAM**
Blondie
CBS
**ATKERSON, PAUL**
KAGH, Pasadena, Cal.
**AUMAN, DON**
WKAY Fargo, N. D.
**AYERS, NORMAN**
WCSH, Portland, Me.

### —B—

**BABLER, PEP**
WOSH, Oshkosh, Wis.
**BADDERS, FRANK**
WKEY, Covington Va.
**BADEAUX, ED**
KXYZ, Houston, Tex.
**BAILY, BUD**
KGCX, Sidney, Mont.
**BAKER, CLYDE, MRS.**
WLAQ Rome, Ga.
**BAKER, CHARLES**
WKRM, Columbia, Tenn.
**BALDWIN, BILL C.**
KSO, Des Moines, Ia.
**BALL, NOEL E.**
KSWM, Joplin, Mo.
**BALL ROGER**
WALT, Tampa, Fla.
**BALLANTINE, EDDIE**
The Breakfast Clue
ABC
**BALLIS, MERA**
KDHL, Fairbault, Minn.
**BALZER, LUDWIG F.**
WRC, Washington, D. C.
**BANCROFT P. F.**
KTAR, Phoenix, Ariz.
**BANKS, MARGARET**
WBIG, Greensboro, N. C.
**BANTA, FRANK**
NBC
"D & H Miners"
**BARDO, LYLE**
KFRC, San Francisco, Cal.
**BARKER GLADYS**
WFRL, Freeport, Ill.
**BARLOW, HOWARD**
NBC
Voice of Firestone
**BARR, FRED**
WWRL, New York, N. Y.
**BARRET, EDWARD**
WHAS, Louisville, Ky.
**BARRETT IDA M.**
WLPM, Suffolk, Va.
**BARRETT, ROGER**
WFEA, Manchester, N. H.
**BARRON, BLUE**
NBC
"Edison Hotel Orchestra"
**BASH, JAMES H.**
WCHV, Charlottesville, Pa.
**BASHELL LOUIS**
WMLO, Milwaukee, Wis.
**BAUCOM, MARIE**
WMAP, Monroe, N. C.
**BAUGH, GENE**
WBAP, Fort Worth, Tex.
**BAUMGART, RUTH**
WTCJ Tell City, Ind.
**BAUSTIAN, EVELYN**
KROX, Crookston, Minn.
**BECKER, ALFRED**
KOY, Phoenix, Ariz.
**BECKER, SILVIA**
KNPT, Newport, Ore.
**BEDNAREK JOE**
WILK, Wilkes-Barre, Pa.
**BEERS, WILLIAM E.**
WADC, Akron, O.
**WEHL, WALTER**
WFOX, Milwaukee, Wis.
**BELDING, ELLEN**
KXLO Lewiston, Mont.
**BELL, FRANK**
WEEI, Boston, Mass.
**BELL, NORMAN**
WDSU, New Orleans, La.
**BELL, RUTH**
WJPA, Washington, Pa.
**BELMAN DAVE**
KTIP, Porterville, Cal.
**BELVINE, ANNE**
WAUD, Auburn, Ala.
**BENDITZKY, NAOUM**
NBC
"NBC String Quartette"
**BERCOVITZ, ABE**
KGW, Portland, Ore.
**BERING CONRAD, JR.**
KFDM, Beaumont, Tex.
**BERNTHAL, MURRAY**
WSYR, Syracuse, N. Y.
**BERQUIST, BERNARD (WHITEY)**
NBC
Whitey Berquist Orchestra, Kickoff Tunes

**BETCHER, DAVE**
WMCK McKeesport, Pa.
**BETHANCOURT, JOSE**
NBC
"Echoes from the Tropics,"
"Tropicana'
**BIBER, PEG**
KGFW, Kearney, Neb.
**BIELSKI, CASS**
NBC
"U. S. Army Air Forces Band"
**BIGGS, DOUGLAS**
WDXI, Jackson, Tenn.
**BIGLEY DAVID E.**
WJOI, Florence, Ala.
**BIONDI, FERDINAND**
CKAC, Montreal, Que.
**BISH, DON**
KGEM, Boise, Ida.
**BLACK, FRANK (DR)**
NBC
Symphony Orchestra
CBS
Harvest of Stars
ABC
Carnegie Hall
**BLACK NORMAN**
WFIL, Philadelphia, Pa.
**BLAKE, BRUCE**
WHKK, Akron, O.

## BLEYER, ARCHIE

Conductor; The Arthur Godfrey Hour, Arthur Godfrey's Talent Scouts, Arthur Godfrey and His Friends, Crime Photographer (CBS).

## BLOCH, RAY

(NBC) Johnny Presents, Milton Berle; (CBS) Sing It Again; ABC What's My Name; Toast of the Town (CBS-TV)

**BLUE, BETTY**
KYOU, Greely Colo.
**BOELTER, E. W.**
KJAM, Vernal, Utah
**BOISVERT, LOUIS**
WBRY, Waterbury, Conn.
**BONIME, JOSEF**
The Sheriff
ABC
**BOOKSPAN, MARTIN**
WBMS Boston, Mass.
**BORNE, HAL**
NBC
"Date With Judy"
**BOUCHIER, GENE**
WPDQ, Jacksonville, Fla.
**BOVERO, PHIL**
Relaxin' Time, Saturday Session
ABC
KGO, San Francisco, Cal.
**BOWMAN ANN**
WHBO, Tampa, Fla.
**BOWMAN, BURL**
KVNI, Coeur D'Alene, Ida.
**BOWYER, MILDRED**
KJBS, San Francisco, Cal.
**BOYER, JIMMY**
WISH Indianapolis, Ind.
**BOYUM, JERRY**
KROC, Rochester, Minn.
**BRADLEY, HAROLD**
WHLD, Niagara Falls, N. Y.
**BRADSHAW, VIVIAN A.**
WAAF, Chicago, Ill.
**BRADY WILLIAM P.**
WEDC, Chicago, Ill.
**BRAS, RICKEY**
KVAN, Vancouver, Wash.
**BREITENMOSER, DON**
KVOB, Alexandria, La.
**BRELAND, ED**
WAML Laurel, Miss.
**BRENDLER, CHARLES, LIEUTENANT COMMANDER**
NBC
"U. S. Navy Band'
**BRESTOFF, PHIL**
Speaking of Songs
ABC
WXYZ, Detroit, Mich.
**BRIDGES, CAROL**
WERD, Atlanta, Ga.
**BRING, LOU**
NBC
"Kraft Music Hall"
**BROOKS GEORGE**
KDIX, Dickinson, N. Dak.
**BROWN, ARTHUR**
KROD, El Paso, Tex.
**BROWN, GORDON**
WVLK, Versailles, Ky.
**BROWN, LES**
NBC
"Bob Hope"
**BROWN MAURICE**
CBS
Let's Pretend
**BROWN, WALBERG**
NBC
"Do You Remember?," "Clevelandaires"

LEW WHITE

Organist

Composer

Conductor

RADIO - TELEVISION

CURRENT SHOWS

Inner Sanctum—CBS

Grand Central Station—CBS

Portia Faces Life—NBC

RCA-Victor Recording Artist
Columbia Picture Shorts

LExington 2-1100

**BRUNS, GEORGE**
KEX, Portland, Ore.
**BRYON, DONALD**
"Cavalcade of America"
NBC
**BUHRMAN ARTHUR**
Quiet Please, What Makes You Tick
ABC
**BURGESS, JACK**
WOOF, Dothan, Ala.
**BURNSIDE, CURTIS**
KYJC, Medford, Ore.

## —C—

**CAFFY, CURTIS**
WGRM, Greenwood, Miss.
**CALABRESE, RAY**
WLTR, Bloomsburg, Pa.
**CALDWELL, JUNE**
WMT, Cedar Rapids Ia.
**CAREY, RALPH**
KSWI, Council Bluffs, Ia.
**CARLE, FRANKIE**
NBC; CBS; MBS; Columbia Records.
**CARLSON, MAUDE**
WIBW, Topeka, Kans.
**CARNAHAN, BEVERLY**
WMIX, Mt. Vernon Ill.
**CARPENTER, ETHEL M.**
WKBB, Dubuque, Ia.
**CARR, TRUDI**
KEYS, Corpus Christi, Tex.
**CARSON, M.**
WOAP, Orroso Mich.
**CARTER, GAYLORD**
Bride and Groom
ABC
**CARTER, LOUISE**
WFTM, Maysville, Ky.
**CARTER, VERNON**
WRRF, Washington, N. C.
**CASE, RUSS**
RCA Victor Show
NBC
**CASTILLO, DEL**
CBS
Stars Over Hollywood
**CAUSEY DON**
KHOZ, Harrison, Ark.
**CHAMBERLIN, GEORGE**
WMBM, Miami Beach, Fla.
**CHASE, BRUCE**
American Farmer, Fascinating Rhythm, Listen To This
ABC
**CHASINS, ABRAM**
WQXR New York, N. Y.
**CHEESMAN, A.**
WGBB, Freejort, N. Y.
**CHESKIN, DAVID**
WGR, Buffalo, N. Y.
**CHRISTENSON ROYCE**
KTRE, Lufkin, Tex.
**CIALONI, ROBERT P.**
WDAS, Philadelphia, Pa.
**CLAPP, GERRIE**
WFTL, Ft. Lauderdale, Fla.
**CLARK, ALLEN**
WJKY Oklahoma City, Okla.
**CLARK, GORDON**
KPBX, Beaumont, Tex.
**CLARK, LOWELL**
KGFF, Shawnee, Okla.
**CLARKE, NOVA**
KHGB, Okmulgee, Okla.
**CLAYTON, ROBERT**
WJIM, Lansing, Mich.
**CLEMENT, JOHN R.**
WARD, Johnstown, Pa.
**CLEVELAND, R. M.**
WSON Henderson, Ky.
**CLIFF, CHARLES**
Let Freedom Ring
ABC
**COBLER, LOUISE**
KTAN, Sherman, Tex.
**COGGESHALL, A. O.**
WGY, Schenectady N. Y.
**COLE, BUDDY**
NBC
"Truth or Consequences"
**COLE, DAVE**
WTAL, Talahassee, Fla.
**COLE, NAT KING**
NBC
**COLE, D. R.**
WLBF, Leesburg, Fla.
**COLLINS, JERRY**
WNOX Knoxville, Tenn.
**COLLINGS, STAN**
KSYC, Yreka, Cal.
**COLWELL, VIRGINIA**
WLDS, Jacksonville, Ill.
**COMISKEY, LILLIE MAE**
KWFT, Wichita Falls, Tex.
**CONTI ANTHONY**
WLEU, Erie, Pa.
**COOLEY, CARLTON**
NBC String Quartet
NBC
**COOPER, LOIS**
WKYB, Paducah, Ky.
**COOPER, SALLY**
WJBK, Detroit, Mich.

JOHN GART

**COTE, BERT**
WLAM, Lewiston, Me.
**COTNER, CARL**
Gene Autry Show CBS
**COURTRIGHT, Y.**
WKBZ, Muskegon, Mich.
**COYS, MYRON**
WBYS, Canton, Ill.
**CRAWFORD, JESSE**
Counterspy
ABC
**CRESTON, PAUL**
Hour of Faith
ABC
**CROFT, MIKE**
WJSW, Altoona, Pa.
**CROOK, GEORGE**
NBC
"George Crook, Organist"
**CROSBY, BOB**
CBS
**CROSS, ALBERT**
WKMH, Dearborn, Mich.
**CROSS, ELWIN**
KYNO Fresno, Cal.
**CROSSON, ART**
WBNY, Buffalo, N. Y.
**CROUCH, EDNALEE**
WHB, Kansas City, Mo.
**CROWELL, BETTY**
WIBB, Macon, Ga.
**CUGAT XAVIER**
Spotlight ands, MBS
The Drene Show
**CUMMINGS, BERNIE**
Treasury Band Show
ABC
**CURRY, WINFRED**
KBYR, Anchorage, Alaska

## —D—

**DALE, TED**
Conductor; b. North Platte, Neb., July 25, 1910; Carnation Contented Show (NBC).
**DANIELS, BILL**
KOPR, Butte, Mont.
**D'ARMOND, FRANK**
WPTR, Albany, N. Y.
**DAUGHERTY STAN**
KMOX, St. Louis, Mo.
**DAVIS, E.**
WJVA, South Bend, Ind.
**DAVIS GEORGE D., JR.**
WRBL, Columbus, Ga.
**DAVIS, KEN**
KRNO, San Bernadino, Cal.
**DEAL JOHN H.**
WHCU, Ithaca, N. Y.
**DeBERRY, HERBERT, JR.**
WPIK, Alexandria, Va.
**DeCARO, AL**
WKNB, New Brittain Conn.
**DENISE, MARGIE**
KRIC, Beaumont, Tex.
**DENNIS, GENE**
WVOM, Boston, Mass.
**DENNY, FRANCES**
WAIR Winston-Salem, N. C.
**DeREMER, LIONEL H.**
WBCM, Bay City, Mich.
**DESMOND, WARREN**
WAZF, Yazoo City, Miss.
**DeVOL, FRANK**
Sealtest Village Store
NBC
Jack Carson Show
CBS

**DIGESU, FRED**
WJHO, Opelika, Ala.
**DOLAN, BOB**
Ford Show
CBS
**DONALDSON, FRANK**
WJBO, Baton Rouge, La.
**DONALDSON JOE C.**
WCDT, Winchester, Tenn.
**DONZE, AILEEN**
KSGM, Ste. Genevieve, Mo.
**DORITY, DOROTHY**
WTOL, Toledo O.
**DORR, HAROLD**
WABI, Bangor, Me.
**DORSEY, JIMMY**
NBC, CBS, MBS
**DORSEY, TOMMY**
NBC CBS, MBS, WMCA
**DOSCHER, SUE**
WALL, Middletown, N. Y.
**DOSSETT, LARRY**
KGY, Olympia Wash.
**DOUBLEDAY, BILL**
KWBR, Oakland, Cal.
**DRAGON, CARMEN**
The Railroad Hour
ABC
**DUFFELL, REBECCA**
WTSP, Salisbury, N. C.
**DUNAWAY, JAMES C.**
WLBB, Carrollton, Ga.
**DUNCAN, JIM**
KPRK, Livingston, Mont.
**DUNCAN, MARY JEAN**
KGBC, Galveston, Tex.
**DUNFORD, B. C., JR.**
WSJS, Winston Salem, N. C.

ARCHIE BLEYER

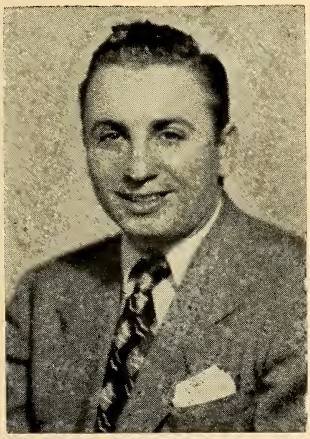
**DUNFORD, HOWARD**
WMRN Marion, O.
**DUNN, BILL**
WKBN, Youngstown, O.
**DUNNING, OWEN**
KOIN, Portland, Ore.

## —E—

**EDGES CLARENCE**
WTAQ, Green Bay, Wis.
**EDINGTON, JOHN**
KTFI, Twin Falls, Ida.
**EDSON, EDWARD**
NBC
"First Piano Quartette"
**EDWARDS, GLADYS**
WCLA, Baton Rouge, La.
**EDWARDS, RANSOM W.**
WLIZ, Bridgeport, Conn.
**EDWARDS, TOM**
KICD, Spencer, Ia.
**EICHER ROBERT**
WBEL, Beloit, Wis.
**EILAND, TED**
WSAZ, Huntington, W. Va.
**ELDERS, FRANK E.**
WJPF, Herrin, Ill.
**ELLINGER JOHN L.**
WMMW, Meriden, Conn.
**ELLINGTON, DUKE**
NBC, CBS, WMCA, MBS
**ELLIOTT, BARON**
WCAE, Pittsburgh, Pa.
**ELLIOTTE, KAY**
KIMO, Independence, Mo.
**EMMEL JOHN**
KWJJ, Portland, Ore.
**ENOS, JOE**
Louella Parsons
ABC
**EPPEL, RAYMOND**
KMHK, Mitchell, S. Dak.
**ESCAGNE, KEARNY**
KANE New Iberia, La.
**ESSEX, FREDRICK**
WARC, Rochester, N. Y.
**EUCHNER, WAYNE E.**
KFH, Wichita, Kans.

## —F—

**FAIRBANKS, LUCILLE**
KFIZ, Fond Du Lac, Wis.
**FAIRCHILD, COOKIE**
NBC
"Eddie Cantor Show," "Take It or Leave It"
**FAITH, PERCY**
**Musical conductor; b. April 7, 1908, Toronto, Canada; Jarvis College; Pause That Refreshes on the Air.**
**FALBER, BEN**
WTHI, Terre Haute Ind.
**FARBER, BURT**
NBC
"Curtain Time"
**FARBER, BURT**
WNOP, Newport, Ky.
**FARDIG, SHELDON**
WMBI, Chicago, Ill.
**FAY LEW**
KONO, San Antonio, Tex.
**FAYE, ALTA**
WRR, Dallas Tex.
**FEIBEL, FRED**
CBS
David Harum
**FELTS, LEMUEL**
WTCO, Campellsville, Ky.
**FERILLO TRAYNOR**
WHAN, Charleston, S. C.
**FESSLER, JEAN**
WTAD, Quincy, Ill.
**FEUER, CY**
CBS
Ford Theater
**FISK, JIM**
KCKY, Coolidge, Ariz.
**FLANSBERG GEORGE**
KTKR, Taft, Cal.
**FLATH, HANS P.**
KMBC, Kansas City, Mo.
**FLATH, P. HANS**
KFRM, Kansas City, Mo.
**FORD CHARLES**
WCCP, Savannah, Ga.
**FORD, MARILYN**
WAGA, Atlanta, Ga.
**FOSSLER, DEAN**
CBS
Guiding Light
**FOSTER, ORVILLE**
WHOT, South Bend Ind.
**FOWLER, HUGH**
KRLD, Dallas, Tex.
**FRADKIN, FRED**
CBS
Thin Man
**FRANK, THOMAS F.**
WCCM, Lawrence, Mass.
**FRAUL, CLAUDE**
WINN, Louisville, Ky.
**FRAZIER JIM**
WCBI, Columbus, Miss.
**FREED, ALAN**
WAKR, Akron, O.
**FREEMAN, HARRY**
WLYN, Lynn, Mass.

AL RICKEY

CONDUCTOR-COMPOSER

MANHATTAN MERRY-GO-ROUND

HAMMERSTEIN MUSIC HALL

WALTZ TIME

MR. KEEN—6th YEAR

ALSO MUSICAL DIRECTOR FOR MAYFAIR RECORDS

**FREEMAN TONY**
KNBC, San Francisco, Cal.
**FRIAR, CHARLES**
WWNE, Fayetteville, N. C.
**FRIEND, GEORGE**
WLAK, Lakeland, Fla.
**FRY BETTY**
WGPA, Bethlehem, Pa.
**FUHRMAN, CLARENCE**
KYW, Philadelphia, Pa.

## —G—

**GALE RAYETTE**
WCPO, Cincinnati, O.
**GALE, WILLIAM**
CBS
County Fair
**GALLICHIO, JOSEPH**
NBC
Dave Garroway Show
**GALLOWAY, EDWARD M.**
KSTL, St. Louis, Mo.
**GANZ, GEORGE**
KDSH Boise, Ida.
**GARLINGER, GEORGE**
WPFB, Middletown, O.
**GARNER, ADAM**
NBC
"First Piano Quartette"
**GARBETT, EDWARD**
WEDO, McKeesport, Pa.
**GART, JOHN**
Composer, conductor; b. Poland, June 6, 1905; Kiev Imperial Conservatory of Music; Gabriel Heatter's A Brighter Tomorrow (WOR); Carrington Playhouse (WOR); A House in the Country (WOR); MGM, Columbia, RKO picture spots.
**GAUZE, WALLACE**
WTAN Clearwater, Fla.
**GEERTZ, ARMIN**
WBLJ, Dalton, Ga.
**GEIL, JOHN C.**
WCVS, Springfield, Ill.
**GEYER, BILLY**
WFDF, Flint Mich.
**GIBSON, DOROTHY**
KFPW, Fort Smith, Ark.
**GIBSON, GERALD**
WJOY, Burlington, Vt.
**GIBSON, JESSIE**
WKWF Key West, Va.
**GIBSON, LARRY**
WRUF, Gainsville, Fla.
**GIGOUX, GERALIN**
KCRC, Enid, Okla.
**GILLIES, KATHRYN**
WJMJ, Philadelphia, Pa.
**GITZ, JEAN**
KRDO, Colorado Springs, Colo.
**GLADDIN, FRANCES**
WDAK, Columbus, Ga.
**GLEWWE, VERNE**
WQUA, Moline, Ill.
**GLUSKIN, LUD**
b. New York, N. Y.; CBS West Coast Music Director; Suspense, My Friend Erma, Hollywood Music Hall, Philip Morris Playhouse, Sam Spade.
**GOBBLE, MARTHA**
KMYR, Denver Colo.
**GOLLOTTE, GWEN**
WLOX, Biloxi, Miss.
**GOODMAN, ABE**
Strange Romance of Evelyn Winters, Grand Slam, CBS
**GOODMAN, AL**
Musical director; b. Russia; Peabody Sc. of Music; Prudential Family Hour (CBS); Fred Allen Show; RCA Victor recording artist.
**GORDON, LEE**
NBC
"Daytime Classics," "Clevelandaires"
**GORDON, NATHAN**
NBC
"NBC String Quartette"
**GOTCH, ROBERT**
KXOK, St. Louis, Mo.
**GOW ARTHUR**
KLZ, Denver, Colo.
**GRADIN, HARRY**
WDSM, Superior, Wis.
**GRALITZER, LOUIS**
NBC
"NBC String Quartette"
**GRASSO FRANK**
WFLA, Tampa, Fla.
**GRAY, JACK**
WHOS, Decatur, Ala.
**GRAY, JERRY**
Club 15, CBS
**GREEN, BERNARD**
The Fat Man, We Care
ABC
**GREEN DOROTHY**
WKRZ, Oil City, Pa.
**GREENE, JOHNNY**
Man Called X, CBS

HARRY SALTER

"STOP THE MUSIC"—ABC



PETER

VAN STEEDEN

**GRIBBEN, BOB**
KDTH, Dubuque Ia.
**GRIDER, GEORGE**
WJNC, Jacksonville, N. C.
**GRIEB, HERBERT**
WBRC, Birmingham, Ala.
**GROW, LOU DEAN**
KLX, Oakland Cal.
**GUSS, EDDIE**
WJPR, Greenville, Miss.

## — H —

**HACKETT, RAY**
KQW, San Jose, Cal.
**HAENSCHEN, GUSTAVE**
NBC
American Album of Familiar Music, Pet Milk Show With Vic Damone
CBS
Saturday Night Serenade
**HALE, DAVID**
WSPB, Sarasota, Fla.
**HALE, ETHLYN**
WCKY, Cincinnati, O.
**HALL ROBERT C.**
WVVW, Fairmont, W. Va.
**HALL, WILLIAM J.**
WKRT, Cortland, N. Y.
**HALVERSON, RON**
KSUB, Cedar City, Utah
**HAMILTON, GUY**
GGG Gainsville, Fla.
**HAMPY, HERMAN**
WEEK, Peoria, Ill.
**HANSON, EARLE B.**
WIOD, Miami, Fla.
**HARDAGE CHRISTINE**
WCTA, Andalusia, Ala.
**HARDMAN, GLENN**
KTUL, Tulsa, Okla.
**HARRILL, NELSON J.**
WGWR, Asheboro, N. C.
**HARRIS GUY**
WGL, Fort Wayne, Ind.
**HARRIS, PHIL**
Jack Benny Show
**HARRIS, THOMAS W.**
WHUB, Cookeville, Tenn.
**HARRISON, JOH N**
WEXL Royal Oak, Mich.
**HART, BILL**
WTMV, East St. Louis, Ill.
**HARTIGAN, RICHARD**
WROW, Albany, N. Y.
**HARTLEY, JAMES A.**
WCGA, Gainesville, Ga.
**HARTLINE MARY**
Junior Junction
ABC
**HARTMAN, ROME**
WIRK, W. Palm Beach, Fla.
**HARVEY, RICHARD**
WSAP, Portsmouth, Va.
**HATCH WILBUR**
Screen Guild Players, CBS
**HATHORN, ROGER**
KWSL, Lake Charles, La.
**HAUPT, WILLIAM H.**
KVVC, Ventura, Cal.
**HAYES, DON**
WNDR, Syracuse, N. Y.
**HEAPS, PORTER**
Club Time, Ladies Be Seated
ABC
**HEARD BETTY**
KTMC, McAlester, Okla.
**HEATHERTON, RAY**
NBC, CBS, MBS
**HEIFETZ, BERNAR**
NBC
"NBC String Quartette"
**HELGESON, ROBERT**
KISD, Sioux Falls, S. Dak.
**HELLINGSWORTH, R. H.**
WTPR, Paris, Tenn.
**HENDRIX CLIFFORD**
KGHF, Pueblo, Colo.
**HENLEY, DAVID B.**
KFGO, Fargo, N. Dak.
**HENNINGER, GEORGE**
Ethel and Albert, Go for the House, Johnny Thompson, Kiernan's Korner, Your Story for Today (ABC).
**HENRICHS, ILLENA**
KATE, Albert Lea, Minn.
**HENTON, ETHEL**
WNBF Binghamton, N. Y.
**HERMAN, LENNY**
NBC, CBS, MBS.
**HERMAN, WOODY**
ABC, CBS
**HERMANN, RALPH**
WMAW, Milwaukee, Wis.
**HERRON, JOEL**
WMGM, New York, N. Y.
**HESSLER, ROY**
WDUZ, Green Bay, Wis.
**HIBDON, MILTON**
KTRB, Modesto, Cal.
**HIGH, IVOR**
WCCC, Hartford, Conn.
**HILDEN, KENNETH F.**
KBKR, Baker, Tex.

RAY BLOCH

PAUL LAVALLE

Cities Service "Band of America"

**HILL, IRENE**
KWBU, Corpus Christi, Tex.
**HILLMAN, ROC**
KLAC, Los Angeles, Cal.
**HILTON, CHARLES**
WNLK, Norwalk, Conn.
**HIPPS, TOM**
KAMQ, Amarillo, Tex.
**HIRSCH, BERTRAND**
NBC
"American Album of Familiar Music"
**HOFFMAN, HOWARD**
WTRC, Elkhart, Ind.
**HOGAN, HARLAN**
WSBT, South Bend, Ind
**HOLLAND, CLIFFORD**
WOOK, Silver Springs, Md.
**HOMESTEADERS (orchestra)**
NBC
National Farm and Home Hour
**HOTT, IRWIN**
WRFD, Worthington, O.
**HOUSER, ANN**
WRUN, Utica, N. Y.
**HOVDE, ANDREA**
KMO, Tacoma, Wash.
**HOVEY, DON**
WHO, Des Moines, Ia.
**HOWARD, GEORGE S., Major**
(NBC)
"U. S. Army Air Forces Band"
**HOWELL, BERNIE**
KGNC, Amarillo, Tex.
**HUBBARD, JOYCE**
WHEB, Portsmouth, N. H.
**HUBER, FRANK**
WEKR, Fayetteville, Tenn.
**HUBER, FRANK**
WSNY, Schenectady, N. Y.
**HUGHES, JAS. L.**
KSKY, Dallas, Tex.
**HUOT, ED**
KBRL, McCook, Neb.
**HUTTO, MALCOLM**
WJEJ, Hagerstown, Mass.
**HYDE, WILLIAM, JR.**
WLAG, LaGrange, Ga.

## — I —

**IDE, WILLIAM**
WSCR, Scranton, Pa.
**IHRKE, ELMER**
WEMP, Milwaukee, Wis.
**IMBROGULIO, JOSEPH**
WFBR, Baltimore, Md.
**IRVING, GEORGE S.**
WCMA, Corinth, Miss.

## — J —

**JAAP, GEORGE, JR.**
WDBC, Escanaba, Mich.
**JACKSON, STELLA M.**
WKAB, Mobile, Ala.
**JACOBSEN, BARBARA**
KFAC, Los Angeles, Cal.
**JACOBSEN, HANS**
WKDK, Newberry, S. C.
**JACOBSON, PATRICIA**
WCLO, Janesville, Wis.
**JAHAM, HANK**
KPRO, San Bernadino, Cal.
**JARVIS, DON**
WWOD, Lynchburg, Va.
**JELENSIK, EUGENE**
KDYL, Salt Lake City, Utah
**JELLISON, WILLIAM**
WTFW, Fort Wayne, Ind.
**JENKINS, GORDON**
CBS
Dick Haymes Show
**JOHNSON, ARLENE**
WKNA, Charleston, W. Va.
**JOHNSON, LAURA**
WJMS, Ironwood, Mich.
**JOHNSON, R. H.**
WSVA, Harrisonburg, Va.
**JOHNSTON, W. R. JR.**
WBIR, Knoxville, Tenn.
**JONES, DARREL**
KBIZ, Ottumwa, Ia.
**JONES, DON**
KWEI, Weiser, Ida.
**JONES, RANDOLPH**
WOBS, Jacksonville, Fla.
**JONES, RUTH LEE**
WMIE, Miami, Fla.
**JONES, SPIKE**
CBS
Spotlight Review

## — K —

**KAHL, GEORGE**
WMAJ, State College, Pa.
**KAHN, JOE**
NBC
Musical Cameo (also called Cameos of Music)
**KAHN, RUTH ANN**
WCAW, Charleston, W. Va.
**KALER, RANDALL**
WFAS, White Plains, N. Y.
**KATIMS, MILTON**
Conductor, violinist; b. New York, N. Y.; Guest conductor, NBC Symphony (6 appearances); Eternal Light, Living—1948, Music for Tonight.
**KATZ, BERNARD**
(NBC)
NBC
"Hollywood Star Preview"

VICTOR YOUNG

DON VOORHEES

•

1948

Bell "Telephone Hour"

**KAUFMANN, HARRY J.**
WDAF, Kansas City, Mo.
**KEATON, CHARLES**
WOL, Washington, D. C.
**KEITH, JANE**
KALB, Alexandria, La.
**KELLY, DAN**
WRDO, Augusta, Me.
**KELLY, JACK**
WCFL, Chicago, Ill.
**KELTON, LEE**
WJAS, Pittsburgh, Pa.
**KEPHART, RICHARD**
KBUR, Burlington, Ia.
**KERR, ANITA**
WMAK, Nashville, Tenn.
**KERR, SHIRLEY**
WKST, New Castle, Pa.
**KIBBEE, GORDON**
NBC
"Date with Judy"
**KILEY, JOHN**
WMEX, Boston, Mass.
**KINSEY, GLENN**
KXOX, Sweetwater, Tex.
**KIPEN, MAURICE**
WTMJ, Milwaukee, Wis.
**KIRESTEI, GEORGE**
WJRI, Lenoir, N. C.
**KLEIVE, JOHN**
WEBC, Duluth, Minn.
**KNEESE, LORAINE**
WOAI, San Antonio, Tex.
**KOSLOFF, LOU**
NBC
"Life of Riley"
**KOSTAL, IRVING**
(with the Irving Kostal Trio)
NBC
"Once upon Our Time"
**KOTTLER, MISCHA**
WWJ, Detroit, Mich.
**KOURY, RES**
ABC
Abbott & Costello Kid Show,
Amazing Mr. Malone
**KOVAR, NONIE**
KIOX, Bay City, Tex.
**KREBS, ELMER**
WISN, Milwaukee, Wis
**KROLL, NATHAN**
ABC
Theater USA
**KRUEGER, KARL**
ABC
The Detroit Symphony
**KURTZ, SAMUEL**
NBC
"U. S. Army Air Forces Band"
**KYSER, KAY**
ABC
Kollege of Fun and Knowledge

## —L—

**LACHANCE, ROBERT**
WHIM, Providence, R. I.
**LAHSMAN, CLARENCE**
WHBI, Newark, N. J.
**LAMBERT, NORMAN**
WLBZ, Bangor, Me.
**LANDAU, IRVING**
WINS, New York, N. Y.
**LANE, LORNA**
WROK, Rockford, Ill.
**LAUZAU, FRANCES T.**
WMMN, Fairmont, W. Va.

**LAVALLE, PAUL**
Musical conductor; Cities Service BAND OF AMERICA.

**LAVERY, DON E.**
WJJD, Chicago, Ill.
**LAVOIE, PAUL**
WJR, Detroit, Mich.
**LEACH, HERBERT**
WMIK, Middlesboro, Ky
**LEAF, ANN**
NBC
"Lorenzo Jones"
"Front Page Farrell"
**LEDBETTER, GEORGIA**
KFYO, Lubbock, Tex.
**LEE, CARROLL S.**
WLET, Toccoa, Ga.
**LEE, DOROTHY**
KPQ, Wenatchee, Wash.
**LEE, JIMMY**
WZIP, Covington, Ky.
**LEIBERT, DICK**
NBC
Stella Dallas,
When A Girl Marries
**LEIGH, EDWARD**
WCHA, Chambersburg, Pa.
**LEURIG, HARRISON**
WLPO, La Salle, Ill.
**LEVANT, OSCAR**
NBC
"Kraft Music Hall"
**LEVI, DORYCE**
WLAY, Muscle Shoals City, Ala.
**LEVIN, SYLVAN**
WOR, New York, N. Y.

**LEVINE, HENRY (Hot Lips)**
Orchestra leader, trumpet player, arranger; b. London, Eng.; ed.: CCNY; studied trumpet and music with Max Schlossberg, played

CONDUCTOR-COMPOSER

**HANK SYLVERN**

STRIKE IT RICH
BOSTON BLACKIE
BARRY WOOD SHOW
BOB HAWK CAMEL SHOW
THE NICK CARTER SHOW
THE MOREY AMSTERDAM SHOW

**LYN MURRAY**

Composing
and
Conducting
**Hallmark Playhouse**
**Life With Luigi**

Wm. Morris Agency

with original Dixieland jazz band and with NBC Symphony under Arturo Toscanini (author and composer of *Modern Dixieland Method);* Chamber Music Society of Lower Basin Street (WJZ), Strictly from Dixie, Solitaire Time, Carnival (NBC).

**LEVY, HAROLD**
ABC
Theater Guild on The Air

**LEWIS, BEATRICE**
KELP, El Paso, Tex.

**LEWIS, EDNA VANN**
WCPS, Tarboro, N. C.

**LIEBERT, DICK**
Our Gal Sunday
CBS

**LILLY, DON**
WENK, Union City, Tenn.

**LIND, CHICK**
WSRS, Cleveland Hgts., O.

**LINDSAY, GEORGE**
KKIN, Visalia, Cal.

**LIPPMAN, BYRON**
WPIT, Pittsburgh, Pa.

**LITTLEPAGE, E. Y.**
WMFT, Florence, Ala.

**LIVELY, LEE**
WLOW, Norfolk, Va.

**LLOYD, DOLL YE**
KRMD, Shreveport, La.

**LOCKHART, HARRY E.**
KTHS, Hot Springs, Ark.

**LOCKWOOD, LEE**
WHFB, Benton Harbor, Mich.

**LOFTESNESS, RAY**
KSOO, Sioux Falls, S. Dak.

**LOKEY, FRANK, JR.**
WORD, Spartanburg, S. C.

**LOMBARDO, GUY**
The Guy Lombardo Show
ABC

**LONG, CLINT**
WMBL, Morehead City, N. C.

**LOPEZ, VINCENT**
NBC
"Luncheon with Lopez"

**LORENZEN, CLAYTON**
KELO, Sioux Falls, S. Dak.

**LUCKY PENNIES**
NBC
"Circle Arrow Show"

**LUKENS, STELLA**
WMBH, Joplin, Mo.

**LUND, JACK**
KOOL, Phoenix, Ariz.

## —Mc—

**McAFEE, JUNE**
KWKH, Shreveport, La.

**McBRIDE, LESTER**
KGLU, Stafford, Ariz.

**McCAHIL, J. F.**
KRSC, Seattle, Wash.

**McCARTHY, RED**
WHGB, Harrisburg, Pa.

**McCRARY, JOHN**
WCNU, Crestview, Fla.

**McDONNEL, MARY**
WGEM, Quincy, Ill.

**McKAY, BILL**
WPDX, Clarksburg, W. Va.

**McKENNA, KAY**
KSDN, Aberdeen, S. Dak.

**McKENZIE, BEVERLY**
WNEX, Macon, Ga.

**McLAIN, DONALD**
WBBO, Forest City, N. C.

**McLEAN, DON**
KFYR, Bismarck, N. Dak.

**McMANUS, WALLACE**
WEBR, Buffalo, N. Y.

**McNEELY, JIMMIE**
WLVA, Lynchburg, Va.

**McSLOY, SID**
KFBC, Cheyenne, Wyo.

**McSWAIN, JOHN**
KYA, San Francisco, Cal.

## —M—

**MACKEY, CECIL**
WAPX, Montgomery, Ala.

**MACKEY, J. WRIGHT**
WARK, Williamsport, Pa.

**MADDEN, SAMY**
WEXT, Milwaukee, Wis.

**MAGNANTE, CHARLIE**
(leader of the Charlie Magnante Trio)
"Jack Berch Show"
NBC

**MAGUIRE, JACQUELYN T.**
KCRG, Cedar Rapids, Ia.

**MAGUIRE, THOMAS**
WCMD, Cambridge, Md.

**MALLORY, K. T.**
WKTG, Thomasville, Ga.

**MALNECK, MATTY**
Abbott & Costello Show
ABC
Duffy's Tavern
NBC

**MALTBY, RICHARD**
Conductor, arranger; b. Chicago, Ill., June 26, 1914; Ed. Northwest University Music School; Strings, Reeds & Burnished Brass, Music by Maltby, Let's Listen to Music (ABC); Concert Orchestra, ABC Network.

LUD GLUSKIN
GENERAL MUSICAL DIRECTOR
CBS WESTERN DIVISION

RICHARD MALTBY
*Conductor-Arranger*
CIrcle 7-7431

**MAMORSKY, MORRIS**
NBC
Eternal Light
**MANCHESTER, GARCE B.**
WSPR, Springfield, Mass.
**MANIS, LEONA**
WJOB, Hammond, Ind.
**MANN, CARL**
KVET, Austin, Tex.
**MANSFIELD, ANDY**
KWKW, Pasadena, Cal.
**MARCOTTE, DONALD A.**
WMAQ, Chicago, Ill.
**MARSHALL, SANFORD**
WHIT, New Bern, N. C.
**MARTIN, FREDDY**
Jack Carson Show
CBS
**MARTIN, LUCY**
WWSO, Springfield, O.
**MARTIN, NOEL**
KOB, Albuquerque, N. Mex.

**MASTREA, CARMEN N.**
Musician, arranger, conductor; b. Cohoes, N. Y.; Songs by Morton Downey.

**MATTHEWS, SAM R.**
KGKB, Tyler, Tex.
**MATTOLA, TONY**
NBC
Jack Berch Show
**MATTS, WARREN F.**
WEAM, Arlington, Va.
**MAUPIN, REX**
Listen To This, Personal Autograph, Star in The Night
ABC
**MAXSON, JOHN A.**
KFIO, Spokane, Wash.
**MAY, BILLY**
Adventures of Ozie and Harriet
CBS
You Bet Your Life
ABC
**MAYO, BILLY**
WFAA, Dallas, Tex.
**MAYS, VERLIN**
WFHG, Bristol, Va.
**MEEDER, BILL**
NBC
"Pepper Young's Family"
"Right To Happiness"
**MENDELSOHN, FRED**
WBNX, New York, N. Y.
**MERCK, LARRY**
WMRC, Greenville, S. C.
**MESERVEY, NORMAN**
WOLF, Syracuse, N. Y.
**METCALF, DON**
KYUM, Yuma, Ariz.
**METCHNECK, WILLIAM**
WTCN, Minneapolis-St. Paul, Minn.
**MEYERS, STAN**
You Bet Your Life
ABC
**MILLER, ARNOLD B.**
WSBC, Chicago, Ill.
**MILLER, FRIEDA**
WTOD, Toledo, O.
**MILLER, GLENN**
KLEE, Houston, Tex.
**MILLER, JACK**
CBS
**MILLER, JOHNNY**
NBC
"King Cole Trio Time"
**MILLER, LARRY**
WSBA, York, Pa.
**MILLER, MAX**
WBEN, Buffalo, N. Y.
**MILLER, T. H.**
KLWT, Lebanon, Mo.
**MILLS, BILLY**
NBC
"Fibber McGee & Molly"
**MILLS, VERLYE**
NBC
"The Tex and Jinx Show"
**MILSOP, JOSEPH**
WCPA, Clearfield, Pa.
**MILTON, CHARLES**
Meet the Missus, Dr. Christian, Melody Trail, Money On the Line, What Makes a Song, Calif. Caravan.
**MITCHELL, BOB**
KFI, Los Angeles, Cal.
**MITCHELL, JACK**
WTIP, Charleston, W. Va.
**MITTLER, FRANK**
NBC
"First Piano Quartette"
**MONAGHAN, FRANK**
WGBI, Scranton, Pa.
**MONROE, CARL**
WCAP, Asbury Park, N. J.

**MONROE, VAUGHN**
Bandleader; b. Akron, Ohio, Oct. 7, 1911; Camel Show (CBS).

**MONTGOMERY, PAUL**
WFRC, Reidsville, N. C.
**MOODY, WILLIAM**
KIT, Yakima, Wash.
**MOORE, EDWARD**
KRES, St. Joseph, Mo.

**HENRY**
*("Solitair Time")*
**HOT-LIPS**
*("Chamber Music Society of Lower Basin Street")*
**LEVINE**

EARL SHELDON
and His Orchestra

"JACK SMITH SHOW" — CBS

•

"MUSICAL BOUQUET" — CBS

•

"DRENE SHAMPOO" — NBC

•

Transcriptions for
Gulfspray and Bendix

•

CAPITOL RECORDS

**MOORE, EUGENE**
KCMO, Kansas City, Mo.
**MOORE, HAL**
WSPA, Spartanburg, S. C.
**MOORE, OSCAR**
NBC
"King Cole Trio"
**MOORE, RAYMOND A.**
WHUM, Reading, Pa.
**MORGAN, JAMES**
WNHC, New Haven, Conn.
**MORRIS, JOHN J.**
WTOR, Torrington, Conn.
**MORRIS, MARGARET**
KABC, San Antonio, Tex.
**MORRIS, ROBERTA**
WLEE, Richmond, Va.
**MORSON, LESLIE**
WNLC, New London, Conn.
**MORTON, HELLEN**
KTBS, Shreveport, La.
**MORTON, HELEN**
NBC
"World and Music"
**MURFF, FRED**
WLAC, Nashville, Tenn.
**MURPHY, DENNIS**
WREX, Duluth, Minn.
**MURRAY, BRUCE J.**
KWHK, Hutchinson, Kans.
**MURRY, LYN**
Composer, conductor; b. London, England, Dec. 6, 1909; Ford Theater, Hallmark Playhouse.

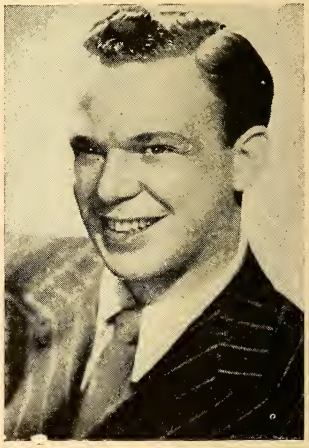
## —N—

**NASH, BARNES**
WHIS, Bluefield, W. Va.
**NEAL, PAUL**
WBNS, Columbus, O.
**NEDRY, ROGER**
KPAS, Banning, Calif.
**NEIGHBOR, HOWARD**
KVGB, Great Bend, Kans.
**NELMS, WILLIAM**
WTAX, Springfield, Ill.
**NELSON, BOB**
WBBQ, Augusta, Ga.
**NETHERY, SUE**
WWXL, Peoria, Ill.
**NEVINS, AL**
NBC
"Three Suns Trio"
"The Three Suns Shine"
**NEVINS, MORTY**
NBC
"Three Suns Trio"
"The Three Suns Shine"
**NICHOLSON, ROBERT**
WKBW, Buffalo, N. Y.
**NICKSON, GEORGE**
KXXX, Colby, Kans.
**NIDES, HARRY**
WROL, Knoxville, Tenn.
**NIESON, BILL**
KDAC, Fort Bragg, Cal.
**NIEVES, JONI**
KICA, Clovis, N. Mex.
**NIGOCIA, HARRY**
WJBW, New Orleans, La.
**NININGER, EVELYN**
WDBJ, Roanoke, Va.
**NOBLE, IGNACIO G.**
WKAQ, San Juan, P. R.
**NOBLE, RAY**
NBC
"Charlie McCarthy Show"
**NOBLE, ROGER**
WSL, Jackson, Miss.
**NORMAN, JEAN NORMA**
WFUR, Grand Rapids, Mich.
**NORMAN, RALPH**
Saturday Strings, Your American Sport Page
ABC
**NOVAK, FRANK**
Take It Easy
MBS, CBS
**NOVICH, LUCILLE**
KWTX, Waco, Tex.
**NYDEGGER, VERNE**
KFBI, Wichita, Kans.

## —O—

**OAKS, HENRY**
WXLW, Indianapolis, Ind.
**O'BRIEN, GERALD C.**
KTUC, Tucson, Ariz.
**O'BRIEN, JAMES**
WTTM, Trenton, N. J.
**ODOM, RAYMOND**
KSTA, Coleman, Tex.
**OLSEN, GEORGE**
NBC
"George Olsen and Orchestra"
**OLSON, WALLACE**
WCCO, Minneapolis, Minn.
**O'NEILL, JOE**
KVOO, Tulsa, Okla.
**OPPEL, JERRY**
KOLE, Port Arthur, Tex.
**ORNGARD, JAMES**
WSBR, Superior, Wis.
**OSBORNE, HAROLD**
WMBD, Peoria, Ill.
**OSSER, GLENN**
Music of Glenn Osser, Tea and Crumpets
ABC
**OSUNA, ROBERTO F.**
WVJP, Caguas, P. R.

**CARMEN MASTREA**
Conducting
"Songs By Morton Downey"
NBC



**GEORGE WRIGHT**

**OVERSTREET, MAVIS**
WSLS, Roanoke, Va.
**OWEN, ELWYN**
NBC
"Meet the Meeks"
**OWEN, EMLYN**
KXEL, Waterloo, Ia.
**OWENS, JACK**
WBHB, Fitzgerald, Ga.
**O'WRIL, ROBERT**
WPOR, Portland, Me.

## —P—

**PAGAN, MOISES**
WKJB, Mayaguez, P. R.
**PAGE CAVANAUGH TRIO**
NBC
"Jack Paar Show"
**PAGE, DOROTHY E.**
WPAY, Portsmouth, O.
**PAGE, ELIOT**
WWSE, St. Albans, Vt.
**PAGELS, DORIS**
WIMS, Michigan City, Ind.
**PALMER, CARRUTH**
KVIC, Victoria, Tex.
**PALMER, JOHNNY**
WRCS, Ahoskie, N. C.
**PALMER, WILLIAM**
WDXB, Chattanooga, Tenn.
**PAQUETTE, ARTHUR**
WFCI, Pawtucket, R. I.
**PARANOV, MOSHE**
WTIC, Hartford, Conn.
**PASCOE, JOHN W.**
WCNC, Elizabeth City, N. C.
**PATTERSON, J.**
WHHT, Durham, N. C.
**PATTERSON, LYLE**
WHLS, Port Huron, Mich.

**PAUL, CHARLES F.**
Orchestra leader, composer, conductor, organist; b. New York, N. Y., Aug 23, 1902; ed.: N. Y. College of Music, Leipzig Conservatory of Music; Mr. & Mrs. North (CBS); Brighter Tomorrow; Life Can Be Beautiful (NBC); Young Dr. Malone (CBS); Road of Life (NBC); Nora Drake (NBC).
**PAUL, MAURY**
KRKD, Los Angeles, Calif.
**PEACOCK, MELVIN**
WSAV, Savannah, Ga.
**PECK, BERT**
WNOE, New Orleans, La.
**PENNARIO, LEONARD**
NBC
"Kraft Music Hall"
**PEREZ, MRS. E.**
WIAC, San Juan, P. R.
**PERRY, AL**
KCSJ, Pueblo, Colo.
**PETERSEN, ROBERT**
WAIT, Chicago, Ill.
**PETERSON, LaVERNE**
WSAU, Wausaw, Wis.
**PETRICH, CAROLYN**
WLCS, Baton Rouge, La.
**PFEIL, E. J.**
WNMP, Evanston, Ill.
**PFLEEGER, GEORGE**
WJTN, Jamestown, N. Y.
**PHILLIPS, A. G.**
WLTC, Gastonia, N. C.
**PHILLIPS, GREGG**
WJOL, Joliet, Ill.
**PICHE, MAURICE**
KYSM, Mankato, Minn.

**PICKENS, CHARLES**
WHBC, Canton, O.
**PILDNER, HENRY**
WGAR, Cleveland, O.
**PINSKI, ANTHONY**
KNEW, Spokane, Wash.
**POINTEL, CHARLES H.**
WRDW, Augusta, Ga.
**PONDER, ROSE**
WHMA, Anniston, Ala.
**POTT, WILLARD**
WHK, Cleveland, O.
**POTTER, CLIFFORDEAN**
WOMI, Owensboro, Ky.
**POTWIN, DONALD**
KYAK, Yakima, Wash.
**POWELL, KEN**
WELM, Elmira, N. Y.
**POWERS, LENNIE**
WESX, Salem, Mass.
**PRENTICE, CHARLES D.**
WHAI, Greenfield, Mass.
**PRESTON, EVELYN**
KVAI, Amarillo, Tex.
**PRITCHARD, LORRAINE**
WCEC, Rocky Mount, N. C.
**PROCTER, GENE**
KEPO, El Paso, Tex.
**PULLIAM, LOUELLA**
KERZ, Flagstaff, Ariz.
**PURDY, DON**
KCBC, Des Moines, Ia.
**PURVIS, BETTELOU**
WPGH, Pittsburgh, Pa.
**PUTNAM, JAMES C.**
WBSC, Bennettsville, S. C.
**PYATT, JAMES**
KWBW, Hutchinson, Kans.

**PAUL TAUBMAN**
composer • organist • conductor
"Rosemary"—"Perry Mason"
"True Detective"—"Mysterious Traveler"
"Adventures of Frank Merriwell"
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ROBERT COE ASSOCIATES
**LENNY HERMAN**
and
His Orchestra

## —R—

**RABB, JACK**
WIOU, Kokomo, Ind.
**RAINEY, BRUCE**
KSYL, Alexandria, La.
**RAKOV, AYNER**
WBZ-WBZA, Boston-Springfield, Mass.
**RAMEY, JOE**
KDSJ, Deadwood, S. Dak.
**RAUCH, ESTHER**
KWDM, Des Moines, Ia.
**REARDON, RUSS**
WTOB, Winston-Salem, N. C.
**REBER, DON**
KVNU, Logan, Utah
**REDDICK, WILLIAM**
KPHO, Phoenix, Ariz.
**REED, JAMES**
WSFA, Montgomery, Ala.
**REEDER, CHARLES C.**
WING, Dayton, O.
**REEVES, GRADY**
WFUN, Huntsville, Ala.
**REGAN, MATT**
WBTA, Batavia, N. Y.
**REJEBIAM, ARAM**
KCBQ, San Diego, Cal.
**REPINE, BURT T.**
WRVA, Richmond, Va.
**REYNOLDS, CLARENCE**
KOMA, Oklahoma City, Okla.
**REYNOLDS, JACK**
WAMS, Wilmington, Del.
**RICE, ED**
NBC
"Voices Down The Wind"
**RICE, LEE**
WBIZ, Eau Claire, Wis.
**RICHARDS, HORACE**
WPAM, Pottsville, Pa.
**RICHARD, RONALD**
This is For You
ABC
**RICHARDSON, EDNA E.**
WTMA, Charleston, S. C.
**RICHARDSON, HELEN**
WAGC, Chattanooga, Tenn.
**RICHARDSON, MARY HESTER**
WBML, Macon, Ga.
**RICKEY, AL**
Mr. Keen (CBS).
**RIO, ROSA**
My True Story, Second Honeymoon, Ted Malone
ABC
**ROBARDS, ARY L., SR.**
WMMJ, Peoria, Ill.
**ROBBINS, BERNARD**
NBC
"NBC String Quartette"
**ROBINSON, MARCIA**
WNAB, Bridgeport, Conn.
**ROMANDY, DION**
KFWB, Hollywood, Cal.
**ROMELLE, FAYE**
NBC
Today's Children
**ROMEO, PAUL**
WOV, New York, N. Y.
**ROONEY, VERNE**
WLOL, Minneapolis, Minn.
**ROSCO, MICHAEL**
WHOM, Jersey City, N. J.
**ROSS, ROY**
WNEW, New York, N. Y.
**ROTH, ALLAN**
ABC
**RUDD, WALTER**
WDGY, Minneapolis, Minn.
**RYAN, TOMMY**
NBC
"Tommy Ryan's Orchestra"

## —S—

**SAATKAMP, JACK**
NBC
"Circle Arrow Show"
**SACK, AL**
NBC
"Take It or Leave It"
**SAGES, SULLIVAN J.**
WMBS, Uniontown, Pa.
**SALSBURG, JOE**
WARM, Scranton, Pa.
**SALTER, HARRY**
Musical conductor; It Pays to Be Ignorant; This Is Adventure (ABC); Stop the Music (ABC); CBS Documentaries.
**SANDERS, CHRIS**
KOVO, Provo, Utah
**SANTELMANN, WILLIAM F., Major**
NBC
"U. S. Marine Band"
**SANTIAGO, FELIX**
WAPA, San Juan, P. R.
**SASLOWSKY, NICHOLAS**
WEVD, New York, N. Y.
**SAVITT, JAN**
Rhapsody In Rhythm
CBS
**SAVITT, LOUIS**
WBRE, Wilkes-Barre, Pa.
**SCHAFER, BECKY**
WANE, Fort Wayne, Ind.
**SCHARF, WALTER**
NBC
**SCHROEDER, JERRY**
WBBC, Flint, Mich.

GEORGE HENNINGER
"Ethel & Albert"
"Nelson Olmstead"
"Go For The House"
A B C

CHARLES PAUL
*Conductor - Composer*
"Mr. & Mrs. North"
CBS

**SCOTT, BILL**
WROM, Rome, Ga.
**SCOTT, FRANK**
WDAY, Fargo, N. Dak.
**SCOTT, PHIL**
KOGT, Orange, Tex
**SCOTT, TED**
KTMS, Santa Barbara, Cal.
**SCOTT, WALTER**
KOWH, Omaha, Neb.
**SEAMAN, GORDON**
WOKO, Albany, N. Y.
**SECHTMAN, MORRIS**
WONS, Hartford, Conn.
**SELINSKY, VLADAMIR**
FBI In Peace & War
CBS
The Big Store
NBC
**SEXTON, EDITH**
St. Petersburg, Fla.
**SEYMOUR, JAY**
WPAT, Paterson, N. J.
**SHACKLEY, GEORGE**
NBC
"The Art of Living"
"Highlights of the Bible"
"National Radio Pulpit"
ABC
National Vespers
**SHANKLE, HUGH W.**
WROB, West Point, Miss.
**SHARPE, H. H.**
WTRY, Troy, N. Y.
**SHEAN, EARL**
WJAR, Providence, R. I.

**SHELDON, EARL**
(Sheinker, Irving); Conductor, arranger; b. Jan. 1, 1915; N.Y.C.; Drene Shampoo Show (NBC); Musical Bouquet, Pinaud's Jack Smith Show (CBS); '48 "Gulf-spray," "Bendix" Transcriptions, Capitol Records.

**SHELLEY, RAYMOND**
KANS, Wichita, Kans.
**SHOOP, DAVID**
WHP, Harrisburg, Pa.
**SHREDNIK, MILTON**
KOA, Denver, Colo.
**SHREDNIK, MILTON**
NBC
"Music by Shrednik"
"Rhapsody of the Rockies"
"Sketches in Melody"
**SILFER, CARL**
WAGE, Syracuse, N. Y.
**SILVERBERG, BEN**
"Clevelandaires"
NBC
**SILVERN, HAND**
Strike It Rich, Morey Amsterdam Show, Bob Hawk Show
CBS
**SILVERS, LOU**
Lux Radio Theatre
CBS
**SIMPSON, JOHN**
KOTA, Rapid City, S. Dak.
**SKEANS, JOHN**
WHTN, Huntington, W. Va.
**SKERDA, JOHN**
WBPZ, Lock Haven, Pa.
**SLATER, MILTON**
WCAX, Burlington, Vt.
**SLATTERY, EDWARD**
Your Song And Mine
CBS
**SLAYTON, GLENN**
WBHP, Huntsville Ala.
**SLOOTMAKER, HOWARD**
WLAV, Grand Rapids, Mich.
**SMITH, BEASLEY**
NBC
"Signed Beasley Smith"
WSM, Nashville, Tenn.
**SMITH, BARBARA**
KSAN San Francisco, Cal.
**SMITH, BEVERLY**
WCUM, Cumberland, Md.
**SMITH, CLAYTON**
WAGM, Presque Isle Me.
**SMITH, HELEN**
KGER, Long Beach, Cal.
**SMITH, HOWARD**
Robert Q. Lewis Show
Bob Reid Sings, CBS
**SMITH, JOHNNY**
NBC
Betty Harris Show
**SMITH, VIC**
WCOG, Greensboro N. C.
**SODJA, JOE**
NBC
"Fred Waring Show"
**SONTAG, GEORGE O.**
WOC, Davenport, Ia.
**SOWDON, JAMES**
WWSC, Glens Falls, N. Y.
**SPAGNOLA, JUSTINE**
WTUX, Wilmington, Del.
**SPENCER, HARRY W.**
WBTM, Danville, Va.
**SPIVAK CHARLIE**
NBC, CBS, MBS
**SPRINGER, HARRY**
WNEY, Elmira, N. Y.

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WAAT, Newark, N. J.
**STEELE, TED**
WMCA
**STEIN, RALPH**
WEW, St. Louis, Mo.
**STEINER, FRED**
This Is Your FBI
ABC
**STEPHENS DAVID**
WCAU, Philadelphia, Pa.
**STETLER, ROBERT Q.**
WLAN, Lancaster, Pa.
**STOESS, WILLIAM**
Greatest Story Ever Told
ABC
**STOKER, ED**
KUTA, Salt Lake City, Utah
**STORDAHL, AXEL**
NBC
Your Hit Parade
**SUMMERS, JOE**
KVOD, Denver, Colo.
**SUTER ANN RAY**
WITH, Baltimore, Md.
**SYBILRUD, JEROME**
KMPC, Los Angeles, Cal.

**SYLVERN, HENRY "HANK"**
Musical director, composer, organist; b. B'klyn, N. Y., March 26, 1911; ed.: NYU, Paris Conservatory, Leipzig Conservatory, College of Musical Art; Call All Girls; Strike It Rich; Barry Wood Show; Boston Blackie; Nick Carter; Motion Picture Spot Sales, MGMM; Samuel Goldwyn Enterprise, 20th Century-Fox.

## —T—

**TAMBLYN, BOB**
WCSC Charleston, S. C.

**TAUBMAN, PAUL**
The Adventures of Frank Merriwell (NBC; Rosemary; Perry Mason; True Detective; Mysterious Traveler; RCA Victor Recording Artist.

**TAYLOR, BETTY LEE**
WKAT, Miami Beach, Fla.
**THOMAS, MILLICENT**
WARL, Arlington, Va.
**THOMPSON, ALFRED M.**
KSAL, Salina, Kans.
**THREE SUNS TRIO**
NBC
"Three Suns Trio," "The Three Suns Shine"
**THUESON DEAN**
KLO, Ogden, Utah
**TORBETT, GENE**
KGBS, Harlingen, Tex.
**TORRUELLAS, ESTHER**
WNEL, San Juan, P. R.
**TOSCANINI, ARTURO**
NBC
"NBC Symphony Orchestra"
**TOWNSEND, JACK**
WGTM, Wilson, N. C.
**TOWNSEND, RICHARD, CHIEF WARRANT OFFICER**
NBC
"U. S. Navy Band"
**TREPEL, MIMI**
WLIB, New York, N. Y.
**TROTTER, JOHN SCOTT**
Bing Crosby Show
ABC
**TRUDEAU, NED**
WABY, Albany, N. Y.
**TURPIN, IRA**
WGAA, Cedartown, Ga.
**TUTLE, LEE**
WILS, Lansing, Mich.

## —U—

**UHLES, ALLEN**
KPOJ, Portland, Ore.
**UNDERWOOD, PIERSON**
WQQW, Washington, D. C.

## —V—

**VAGNONI, FRANK**
WJZ, New York, N. Y.
**VAILE, ROLAND**
KCMJ, Palm Springs, Cal.
**VAN, JOHNNY**
WGES, Chicago, Ill.
**VAN DAMME, ART**
NBC
Art Van Damme Quintet, Design For Living, Dave Garroway Show
**VAN DUZER, JOHN D.**
KFBK, Sacramento, Cal.

**VAN STEEDEN, PETER**
Mr. D. A.
NBC
**VITO, ELAINE**
Mommie and the Man, CBS
**VITZ, KATHERINE**
KDDD, Dumas, Tex.
**VOGEL, FRANCES**
WBUX, Doylestown, Pa.
**VOGT, GERALD**
WHEC, Rochester, N. Y.
**VONDELL, JOHN**
WHYN, Holyoke, Mass.

**VOORHEES, DON**
Telephone Hour, Cavalcade of America (NBC).

## —W—

**WACULA, CLEMMY**
KITO, San Bernadino, Cal.
**WALKER, EDWARD C.**
WDAE, Tampa, Fla.
**WALKER, FRANKYE C.**
WFOY, St. Augustine, Fla.
**WALKER, GWEN**
WGPC, Albany, Ga.
**WALLACE, BILL**
WIOA, Des Moines, Ia.
**WALTERS, WILLIAM**
WIBX, Utica, N. Y.
**WARD, GEORGE M.**
WESB, Bradford, Pa.
**WARD, JACK**
NBC
Tele
**WARD, WILLIAM H.**
WABB, Mobile, Ala.

**WARING, FRED**
Conductor, composer; b. June 9, 1900, Tyrone, Pa.; Penn State; Fred Waring Show, Johnson's Wax (NBC).

**WARNER, FORD**
KDON, Monterey, Cal.
**WASHBURN, COUNTRY**
NBC
"Saturday Night Roundup"
**WAYNE, ROGER**
WHLI, Hempstead, N. Y.
**WEAVER, BEN**
KIMA, Yakima, Wash.
**WEBB, JERRY**
KYJC, Medford, Ore.
**WEBB, LOUIS**
NBC
"Words and Music," "Lou Webb"
**WEBER, HENRY**
WGN, Chicago, Ill.
**WEILADT, ARLO**
WFBG, Altoona, Pa.
**WEINER, MILTON**
WLW, Cincinnati, O.
**WELLS, MORTON**
WOW, Omaha, Neb.
**WESLEY, OZGOOD**
WLS, Chicago, Ill.
**WESTON, PAUL**
Jo Stafford Show
ABC
**WHIPPLE, DOC**
NBC
"Honeymoon in New York."

**WHITE, LEW**
Organist, composer; ed. Univ. of Penn; Inner Sanctum, Grand Central Station, Rose of My Dreams (CBS); Portia Faces Life (NBC); RCA-Victor Recording Artist, Columbia Movie Shorts.

**WHITE, ORSON**
WRJN, Racine, Wis.
**WHITEMAN, PAUL**
ABC
**WIGGINS, W. S.**
KVOE, Santa Anna, Cal.
**WILKINSON, ERIC**
WIBG, Philadelphia, Pa.
**WILLIAMS, GENE**
WSPD, Toledo, O.
**WILLSON, MEREDITH**
Meredith Willso nShow
ABC
**WINN, JOHN H.**
WIRE, Indianapolis, Ind.
**WINTERS, JOHN**
NBC
"The Adventures of Frank Merriwell," "Backstage Wife," "Young Widder Brown"
**WORTH, FRANK**
First Nighter, CBS

**WRIGHT, GEORGE**
(Organist-pianist; b. Orland, Calif., 1920; ed.: College of the Pacific; Jack Berch Show (ABC); Songs by Morton Downey (MBS); Maytag (NBC); Your United Nations (NBC); The Tex & Jinx Show (NBC); NBC Thesaurus.

**WYMAN, ALICE**
WFBC, Greenville, S. C.

## —Y—

**YOUNG, VICTOR**
Orchestra leader; b. Chicago, Ill., Aug. 8, 1900; NBC's Texaco Show; Tony Martin Show (CBS); Texas Star Theatre (ABC).

**YOUNTS, ELIZABETH M.**
WEEB, Southern Pines, N. C.

## —Z—

**ZACHER, EUGENE**
WHAM, Rochester, N. Y.
**ZIEGENBEIN, FLEDA**
KFOR, Lincoln, Neb.
**ZIMMERMAN, HARRY**
KHJ, Los Angeles, Cal.
**ZIMMERMAN, PAUL E.**
WMVA, Martinsville, Va.
**ZMUDA, John**
WSAR, Fall River, Mass.
**ZUNDEL, D.**
KPDQ, Portland, Ore.

# Radio-TV Writers

## Advertising Agency—Network—Free Lance

### —A—

**ADAMSON, EDWARD J.**
Bulldog Drummond, Counter Spy

**AFFELDER, PAUL**
New York Philharmonic, E. Power Biggs, Trinity Choir of St. Paul's Chapel.
CBS Staff

**ALEEN, LEONARD**
NBC Staff News, NBC News Commentaries, Linda Dale
NBC Staff

**ALEXANDER, ALTON**
Hollywood Screen Test (TV), Tales of the Red Caboose (TV), Movieland Quiz (TV)

**ALEY ALBERT**
Superman

**ALLAND, WILLIAM S.**
Doorway to Life
CBS

**AMADON, EDNA**
Kraft Music Hall

**ARMOURY, DAISY**
Ave Maria Hour

**ARNOLD, WADE**
NBC
Assistant Script Manager

**ARTHUR, ERIC**
A Treasury of American Folklore

**ARTHUR, ROBERT A.**
Mysterious Traveler, Carl Brisson Show, Strange Dr. Weird.

### —B—

**BANNER, MARIE**
Romance of Helen Trent
CBS

**BENTKOVER, JACK**
Official Detective

**BERKEY, RALPH**
Radio Readers' Digest, Joyce Jordan, M.D., Aunt Jenny

**BESTER, ALFIE**
Harvest of Stars

**BIXBY, CARL**

**BLAKE, PEGGY**
Barry Cameron, Rose of My Dreams, Evelyn Winters

**BLISS CARL ALFRED**
The Sparrow and the Hawk, Woman of Courage, Aunt Jenny's Stories

**BLOOM, SI**
Buzz & Bill, School of the Air, KDKA, Pittsburgh, Pa.

**BORETZ, ALVIN**
Front Page Farrell

**BOYLE, FLORA**
The Cocktail Hour

**BRAUN, GILBERT**
Writer, director; b. N.Y.C.; NYU, Frank Merriwell Program, Horatio Alger's Journal; Keys to Adventure; Adventures in Bibleland.

**BRAUN, RUTH**
Frank Merriwell; Horatio Alger's Journal; Keys to Adventures in Bibleland.


CARL
BIXBY

•

Sturges Highway
Southport, Conn.

JERRY McGILL
Writer - Producer
"Big Town" . . . NBC
*Available*
"Appointment . . Tonight"

## —C—

**CARROLL CARROLL**
Club 15
CBS

**CENEDELL, A. ROBERT**
Electric Theater
CBS

**CHEVIGNY, HECTOR**
Mr. and Mrs. North

**CHRISTENBERRY, CHARLES**
**CLARICE, KENDALL, WM.**
CBS

**COCHANE, CLIFFORD**
Peter Donald Show

**COLE, ALONZO DEEN**
Crime Photographer, The Witch's Tale
CBS

**COLES STEDMAN**
Roger Kilgore, Public Defender, Crime Club

**COLLINS, FRED**
FBI In Peace and War
CBS

**CONE, BOB**
Robert Q. Lewis Show
CBS

**COOPERSMITH, JEROME**
Americana (TV)

**COTT, TED**
Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Round Record

**COUSIN, MICKEY**
Armstrong Theater of Today
CBS Staff

**CRISTY, PATRICIA**
Johnny Thompson, Rhythm Roundup
ABC

## —D—

**DANA, RICHARD**
March of Time We the People, Your Hit Parade

**DAVIS, RICHARD E.**
Solitair Time. Orchestras of the Nation, Believe It Or Not Ripley
NBC Staff

**DEETS, ROY L.**
Five Minute Mysteries

**deMARS, ANITA**
Hour at the Metropolitan, Events in American History

**DENKER, HENRY**
Greatest Story Ever Told, Readers' Digest, Ethel Barrymore Show.

**DEVINE, JERRY**
This Is Your FBI (ABC).

**DISQUE, BRICE JR.**
March of Time, Gangbusters, Cities Service Hour

**DOWD, JIL**
Adventures of Sam Spade
CBS

**DUNBAR, HARRIETTE IRENE**
Reflections from Glimmerglass, FBI In Action

## —E—

**EHRLICH, MAX**
Big Story, Sherlock Holmes

**EISENBERG, NAT BOGIN**
Red Benson's Movie Matinee

**EPSTEIN MORRIS**
World Over Playhouse

**ERTHEIN, JAMES**
Radio Reader's Digest, Policewoman

## —F—

**FABER, GEORGE D.**
Fitch Bandwagon, Procter & Gamble News Programs, It Really Happened
CBS-NBC

**FIMBERG, HAL**
Spotlight Review
CBS

IRV TUNICK

CBS

for

"YOU ARE THERE"

LEE STEWART

WRITER

"Best Girl" . . . WOR

Television

"Help Wanted"

**FISHER, AMEEL**
That Strange Mr. Pertwee, Famous Jury Trials

**FISHER, MAGGIE**
Piano Playhouse (ABC).

**FOLLIOTT, DORIA**
Woman of America, Open Door, Mary Marlin

**FOX, JOSEPH P.**
Curtain Time

**FRAMER, WALT**
(Framer, Walter H.); Radio program producer, writer, director, MC; b. Pittsburgh, Pa., Apr. 7, 1908; Univ. of Pittsburgh, B.A.; Try 'n' Find Me, Break the Bank, Glamour Manor.

## —G—

**GARDNER, PAUL**
Writer for radio and magazines; b. New York, N. Y., July 13, 1907; Lau Little (Tele.).

**GAST, HAROLD**
Front Page Farrell, Real Stories from Real Life

**GERSHON, ALICE**
Get More Out of Life

**GERSON, NOEL B.**
Light of the World, David Harum, Harvest of Stars
CBS

**GILBERT, TONI**
CBS

**GLUCK CAROL WARNER**
Mystery Theater

**GRANICK, HARRY**
The Human Adventure, Treasury Star Parade

**GREEN, MORT**
Mr. Ace & Jane

**GREENE, JOHN L.**
Blondie
CBS

**GUSSMAN, CHARLES**
Hollywood Story, Dr. Standish Medical Examiner, Young Doctor Malone
ABC Staff

## —H—

**HALMAN, DORIS**
Kittly Foyle, Song of the Stranger Aunt Jenny

**HAMMOND, LAURENCE**
Keeping Up With the Wigglesworths

**HARWOOD, CRIS**
Saturday Matinee, Kiddies' Karnival, This Magnificent Theater

**HAY, NORMAN W.**
County Fair

**HENLEY, ART**
Writing, production and consultation for radio and TV; Peter Donald Show, Honeymoon in New York, MGM Parade of Stars, Maxie Rosenbloom Show, TV Dream Girls, Welcome Wagon, WNBC Santa Claus Roundup; Author "Radio Comedy: How to Write It."

**HENNING, PAUL**
NBC
Burns and Allen

**HERBERT, J. HUGH**
Meet Corliss Archer
CBS

**HERMAN, GEORGE E.**
Elmo Roper Show
CBS Staff

**HESTER, HARRIET H.**
Stephen Graham Family Doctor, American Medical Assn., Homemakers' Hour

**HOFFMAN, ELWOOD**
CBS

**HOLT, FELIX**
Cimarron Tavern, Lone Ranger

**HOLTON, LEONARD**
Arthur's Place
CBS

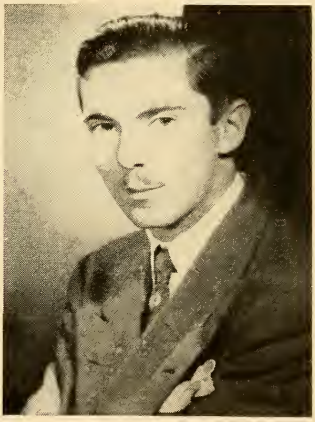
**HORRELL, MARTIN**
Grand Central Station
CBS

**Ruth and Gilbert Braun**

*Writers — Directors — Producers*

☆

"Let The Brauns Build It For You"



**ART HENLEY**

Mgt.—MCA

**HOTCHKISS, BARBARA**
NBC
Eddie Cantor Show, United National Festival, WNBC

**HUMMERT FRANK AND ANN**
Our Gal Sunday, Rose of My Dreams
CBS

## —I—

**INGRAM, GAIL**
Big Story

**INGRAM, HARRY**
Two On A Clue

## —J—

**JABLONS, MIKE**
Labor Speaks
MBS

**JAMPEL, CARL**
Archie Andrews, Truth or Consequences, Glamor Manor

**JOHNSTON, (DeWITT) JOHANNA**
David Harum, House of Mystery Sing It Again
CBS Staff

**JOHNSON, E. LOWELL**
We Are World Citizens

**JURIST, ED**
Aldrich Family

## —K—

**KAGAN, BEN**
The Listening Post, The Parker Family
NBC Staff

**KAMMERMAN, ROY**
The Henry Morgan Show, The Herb Shriner Show

**KANE, ALBERT M.**
Growth of the Mind, Gems of Life.

**KEATING, BARBARA M.**
Margaret Arlen Program
CBS Staff

**KELSEY JACK**
Just Plain Bill

**KEMP, HUGH**
NBC
Associate Editor, Ford Theater, Mercury Theater

**KENT PRISCILLA**
The Second Mrs. Burton, Those Websters, The Parker Family
NBC Staff

**KINOY, ERNEST**
NBC
Radio City Playhouse, WNBC Staff

**KLEE, LAWRENCE**
Mr. Keen, Tracer of Lost Persons, The Clock
CBS-ABC

**KOGAN, DAVID**
The Mysterious Traveller, Sealed Book, Nick Carter

**KRONMAN, HARRY**
Screen Guild Players
CBS

## —L—

**LAFFERTY, PERRY F.**
Horace Heidt, Block Party

**LAKLAN, CARLI**
Martha Deane Program

**LAW, Walter E.**
WNBC Stamp Club
NBC Staff

**LEFFERTS, GEORGE**
Believe It Or Not Hudson Coal Show
NBC Staff

**LENZ, ELINOR**
Fashions On Parade (TV)

**LEVIN, MORT**
Willie Piper

**LEWIS, IRWIN**
Bushels of Fun, Man Behind the Masterpiece

**LEWIS, MILTON**
Adventures of the Thin Man
CBS

**LISS, JOSEPH**
You Are There, Warriors of Peace, Report to the Nation

**LYONS, DANNY**
Godfrey's Talent Scouts, Boston Blackie, Philo Vance

**LYONS, JOSEPHINE**
Betty Crocker Magazine of the Air, Readers' Digest

## —Mc—

**McCONNOR, VINCENT**
Studio One, Ford Theater
CBS

**McDONAGH, RICHARD P.**
NBC
Script Manager

**McGILL, JERRY**
**(McGill, E. R.); Radio writer, director, producer; b. Bridgeport, Conn., 1905; Univ. of Fla., B.A.; Rhodes Scholar, Oxford; Cavalcade; Helen Hayes, Mr. District Attorney; Jury Trials; Big Town.**

**McKAY, TED**
Bob Hope Show, Abbot & Costello Show, Milton Berle

**MABLEY EDWARD**
CBS School of the Air

**MacCRAE, DOUGLAS**
The Listener

## —M—

**MACK, NILA**
Let's Pretend
CBS

**MALEY, BOB**
Believe It Or Not, Fountain of Fun, Life at Boys' Town

**MARION, IRA**
Our Job Is Manhattan, American Sport Page, Let's Go To The Met
ABC

**MARQUITH, MALCOLM**
Dance Band Shows
ABC

**MAYER PEGGY L.**
Real Stories From Real Life, Mr. & Mrs. Gardner, Radio Reader's Digest

**MELTZER, LOU**
Morey Amsterdam Show
CBS

**MERLIN, MILTON**
Man Called X
CBS

**MERRILL, HOWARD**
Sherlock Holmes, Arthur Godfrey, Beatrice Kay-Peter Lind Hayes

**MILLER, FLOYD**
Harvest of Stars, The Sea Hound, Katie's Daughter

**MONROE, CHARLES S.**
Lux Radio Theater, Theater of Romance
CBS Staff

**MOORE, CARROLL, JR.**
The Henry Morgan Show, The Herb Shriner Show, Guest Star U. S. Treasury

**MOORE, NANCY**
Laura Limited, John and Judy

**MORGAN, AL**
This is New York

**MORRIS MICHAEL**
Mr. & Mrs. North, Hollywood Story

**MULLEN, VIRGINIA**
Doorway to Life
CBS

## —N—

**NEHER, JACK**
For These We Speak, Tenty Man

**NISS, STANLEY**
Gangbusters, Counter-Spy, Adventures of the Falcon

## —O—

**OBER, NORMAN**
Adventures With Admiral Byrd Mission Accomplished
CBS Staff

**OBOLER, ARCH**
NBC, MBS

**OKUN, LILIAN**
Let's Listen To A Story, Young Book Reviewers, This is Our Town

**OWEN, DEAN**
Hawk Larabee
CBS

## — P —

**PEREA, LYDIA**
Story to Order

**PERL, ARNOLD**
The Big Story (AM and AV), The Eternal Light

**PERRIN, SAM**
NBC
The Jack Benny Show

**PHILLIPS, CARL**
Bordon Program
CBS

**PICARD JOHN**
Wendy Warren and the News
NBC

**PRAY, POOT**
Mr. Ace & Jane, Ozzie & Harriet, Kraft Music Hall

## — R —

**RADCLIFFE, VIRGINIA**
Cavalcade of America

**RAFAEL, WILLIAM**
Milton Cross' Opera Album, Famous Jury Trials, Buddy Weed Show
ABC

**RANDOLPH, DAVID**
Music for the Connoisseur, N. Y. Philharmonic Symphony Orch., CBS Symphony Orchestra

**RAYMOND, JACK**
Mr. Ace & Jane, Henry Morgan, Robt. Q. Lewis

**REFORD, BILL**
Phileo Jingles, Ladies Be Seated, Eton Boys

**RODMAN, HOWARD**
School of the Air

**ROSEN, ARNOLD**
Robert Q. Lewis, Milton Berle

**ROSS CLARIS A.**
NBC
Symphony, Staff WNBC

**ROSS, CLARIS A.**
Johnny Victor, World's Great Novels, Ripley Believe It or Not
NBC Staff

**ROSS, SAM**
Under Arrest

**ROSTEN, NORMAN**
The Telephone Hour

**ROTH, ROSEMARY**
The Fashion Story (TV), Your Home Beautify, Margaret Arlen
ABC Staff

**ROTH, ROXY**
Milton Berle

**RUBEN, AARON**
Burns & Allen, Fred Allen, Milton Berle

**RUBIN, JACK**
The O'Neills, Break the Bank, Try and Find Me; By Popular Demand, Pick & Pat Show.

**RUSSELL, JOSEPH**
Molle Mystery Theater, Suspense, Silver Theater
CBS Staff

## — S —

**SAFIR, LEONARD**
Tex and Jinx, We the People, Gulf Road Show

**SCHULTZ, BOB**
According to the Record, Dr. I. Q., Masterpieces in Miniature

**SHARP, JACK AND GRETCHEN**
Adventurers' Club
CBS

**SHAW, ROBERT J.**
Mr. District Attorney, Christopher Wells, Philo Vance
CBS

**SHAYON, ROBERT LEWIS**
CBS

**SKLAR MICHAEL**
You Are There
CBS

**SLOAN, D. MARJORIE**
Dunninger Show, Listen the Women, Earl Wrightson Program

**SPENCER, JANE**
Mary Lee Taylor
CBS

**STARK, SHELDON**
Straight Arrow, Headline Edition
ABC Staff

**STARR, MANYA**
Claudia

**STEWART, LEE**

**STIRLING NORA**
Serenade to America, Yours for a Song, John Vandercook's Air Age News

**SYNOR, PAUL**
Sunday Morning Concert Hall, Brownlee Sisters, Music by Ralph Norman
ABC

## — T —

**TACKABERRY, JOHN**
NBC
The Jack Benny Show

**TALLMAN, BOB**
Adventures of Sam Spade
CBS

**THOMPSON PALMER**
Counterspy, The Falcon, Spotlight On America

**TOKAR, NORMAN**
Aldrich Family

**TOVOROV, ORDIN**
Ma Perkins
CBS

**TUNICK, IRVE**
You Are There (CBS).

## — W —

**WOLPOLE, HELEN**
Actress, radio writer, playwright; b. Birmingham, Ala.; ed. private schools in South; Stella Dallas, Katie's Daughter; wrote Our Gal Sunday for three years, Lora Lawton for two, Second Husband for one; Adventure in Reading for three years; various mystery shows.

**WEISMAN, ELI L.**
Special Assignment, Musical Mysteries

**WELCH, WILLIAM**
NBC
Associate Editor, Frank Merriwell Program

**WELDON, MARTIN**
This is New York

**WHEDON, JOHN**
The Great Gildersleeve

**WILKINSON, RICHARD HILL**
Murder is My Hobby, Family Theater, California Caravan

**WILSON, JOHN C.**
NBC
Staff

**WINEHOUSE, IRWIN**
Dollar Book Club, Ernie The Elf.

**WISHENGRAD, MORTON**
The Eternal Light

**WITTY, DONALD**
On Trial, Child's World, Second Honeymoon
ABC

**WOODWARD, VAN**
NBC
Associate Editor

## — Y —

**YAEGER, MURRAY**
"Concert Curtain Time"
KELP, El Paso, Tex.

**YOUNG, ROGER A., JR.**
Fred Waring Show

**YUDKOFF, ALVIN**
Common-Sense Counselor

## — Z —

**ZANER, RAY**
"Poet, Scout"
WSBA, York, Pa.

**ZELINKA, SID**
Morey Amsterdam Show
CBS

**ZIMMERMAN, JOSEPHINE**
"Rhymaline Time," "Tune Chasers"
KMBC, Kansas City, Mo.

**ZOMAR, KARL**
"Memory's Garden"
KFXJ, Grand Junction, Colo.

# GEOFF DAVIS

2nd year "Singing Battle Royal"
(12-3 p.m. Sundays) sold solid

3rd year American School
(7:15-7:30 Monday-Friday)

2nd year Pre and Post sportscast
before and after Yankee Baseball Games
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(sponsored by Strauss Stores)

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# Announcers

## (RADIO AND TELEVISION)

## -their work during 1948

### —A—

**AAROE, ALDEN**
WRVA, Richmond, Va.
**ACKERMAN, KEN**
KQW, San Jose, Calif.
**ABBOTT, TOM**
WNOE, New Orleans, La.
**ACHOR, DAVE**
WBLJ, Dalton, Ga.
**ACREE, JIMMY**
WAGF, Dotham, Ala.
**ADAMS, BARRY**
KHVM, Eurika, Calif.
**ADAMS, DANA**
KTBB, Tyler, Tex.
**ADAMS, GARRET E.**
WNAR, Norristown, Pa.
**ADAMS, JACK**
WOMI, Owensboro, Ky.
**AVERBACH, HY**
Announcer; Bob Hope Show (NBC).
**ADAMS, PAUL**
KFRU, Columbia, S. C.
**ADELL, RAY**
WAYB, Waynesboro, Va.
**AGNEW, THEODORE J.**
KUBC, Montrose, Col.
**AGOSTINO, JAMES**
KFIO, Spokane, Wash.
**AHEARN, JOHN**
KYJC, Medford, Ore.
**AISTON, BILL**
KDAN, Oroville, Calif.
**ALARIA, PHILLIP**
KHMO, Hannibal, Mo.
**ALBERTSON, ROBERT A.**
KTIM, San Rafael, Calif.
**ALBRECHT, PAUL**
WJMC, Rice Lake, Wis.
**ALDEN, NORMAN**
KXOL, Fort Worth, Tex.
**ALDI, ALDO**
WOV, New York, N. Y.
**ALDRIDGE, L. JAY**
WROB, West Point, Miss.
**ALEXANDER, BILL**
WTIK, Durham, N. C.
**ALEXANDER, JACK**
KTUL, Tulsa, Okla.
**ALFRED, JERRY**
KPQ, Wenatchee, Wash.
**ALLEN, ANTHONY**
WHLD, Niagara Falls, N. Y.
**ALLEN, BOB**
WDGY, Minneapolis, Minn.
**ALLEN, BOYD**
KROY, Sacramento, Calif.
**ALLEN, DANIEL**
WRUF, Gainesville, Fla.
**ALLEN, DAVE**
WARK, Hagerstown, Me.
**ALLEN, EARNIE**
KFAB, Omaha, Neb.
**ALLEN, EMORY**
WRBL, Columbus, Ga.
**ALLEN, JACK**
WMTR, Morristown, N. J.
**ALLEN, JOHN**
WFAA, Dallas, Tex.
**ALLEN, JOHN**
WNOW, York, Pa.
**ALLEN, MEL**
Chesterfield Supper Club (NBC).
**ALLEN, GARRET**
WCOG, Greensboro, N. C.
**ALLEN, JOHN**
KPLT, Paris, Tex.
**ALLENDER, FRANK**
WCAW, Charleston, W. Va.
**ALLGOOD, SAM**
WKCT, Bowling Green, Ky.
**ALLISON, GENE**
WISH, Indianapolis, Ind.
**ALLISON, JOE**
KITE, San Antonio, Tex.
**ALLYN, WILLIAM**
WATR, Waterbury, Conn.
**AMADON, ARTHUR**
WBZ-WBZA, Boston-Springfield, Mass.
**AMES, DON**
KIOA, Des Moines, Ia.
**AMES, DOUG**
WRAL, Raleigh, N. C.
**AMOLS, MERVYN L.**
WJLS, Beckley, W. Va.
**AMSPAUGH, KENNETH**
WMTC, Vancleve, Ky.
**ANDERS, BILL**
KFYO, Lubbock, Tex.
**ANDERSON, CHARLES**
KFI-TV, Los Angeles, Calif.
**ANDERSON, ED**
WTIC, Hartford, Conn.
**ANDERSON, TOM**
WLDY, Ladysmith, Wis.
**ANDERSON, WILLIAM F.**
KAKE, Wichita, Kans.
**ANDRE, PIERRE**
(ABC)
**ANDREW, BOB**
WKUK, Durham, N. C.
**ANDREWS, ERIC**
KDSH, Boise, Ida.
**ANDREWS, NEIL**
WKRT, Cortland, N. Y.
**ANDREWS, RUSS**
WAAM, Baltimore, Md.
**ANNAD, FRANK**
WCHS, Charleston, W. Va.
**ANSBRO, GEORGE**
Announcer; Go For The House (ABC); Young Widder Brown (NBC).
**ANDON, BRUCE**
KWIK, Burbank, Calif.
**ANTOINE, JON (Tex)**
NBC-WNBC
**ARCHER, DON**
KHBG, Okmulgee, Okla.
**ARCHER, JOHN**
WCMB, Lemoyne, Pa.
**ARENS, BILL**
KIMO, Independence, Mo.
**ARLAN, JAY**
KGFJ, Hollywood, Calif.
**ARMSTRONG, JOHN**
WMMB, Melbourne, Fla.
**ARNOLD, LEE**
WPAT, Patterson, N. J.
**ARRASMITH, HERB**
KERN, Bakersfield, Calif.
**ARTHUR, HAROLD W.**
KTRC, Santa Fe, N. Mex.
**ASH, KEN**
WHAV, Haverhill, Mass.
**ASHBURN, RON**
WROL, Knoxville, Tenn.
**ASHER, JOE**
WLAP, Lexington, Ky.
**ASHLEY, ARTHUR**
WONS, Hartford, Conn.
**ASHTON, WARREN C.**
WIMS, Michigan City, Ind.
**ASMAN, ROBERT**
WGVA, Geneva, N. Y.
**ATCHISON, CHARLES**
WKAX, Birmingham, Ala.
**ATKERSON, PAUL**
KAGH, Pasadena, Calif.
**ATKINS, JIMMY**
WSSB, Durham, N. C.
**ATKINSON, WAYNE**
KDHL, Faribault, Minn.
**AUSTIN, BILL**
WPLH, Huntington, W. Va.
**AUSTIN, BOB**
WFAK, Charleston, S. C.
**AUSTIN, FLETCHER**
WBT, Charlotte, N. C.
**AVERY, LES**
KRE, Berkeley, Calif.
**AYCRIGG, BEN**
WDBO, Orlando, Fla.

### —B—

**BABCOCK, FRANK**
KXYZ, Houston, Tex.
**BACON, CHARLES**
WTVL, Waterville, Me.
**BACON, BOB**
WKNB, New Britain, Conn.
**BAER, DANNY**
WBOM, Marietta, Ga.
**BAILEY, BILL**
KTHS, Hot Springs, Ark.
**BAILY, BOB**
WRFW, Eau Claire, Wis.
**BAILY, CLIFFORD**
KVEC, San Luis Obispo, Calif.
**BAILY, DON**
KWLK, Longview, Wash.
**BAIR, PAUL**
WEBQ, Harrisburg, Ill.
**BAKER, BUD**
KDAC, Fort Bragg, Calif.
**BAKER, DON**
Strike It Rich, Sing It Again
CBS
**BAKER, JOHN**
KWPM, West Plains, Mo.
**BAKER, PAUL J.**
WGRC, Louisville, Ky.
**BAKER, ROLAND**
KTRI, Sioux City, Ia.
**BAKER, RUSS**
WOW, Omaha, Neb.

**BALDRICA, MERV**
WMIQ, Iron Mountain, Mich.
**BALDWIN, BILL**
KSO, Des Moines, Ia.
**BALE, NORMAN**
KTFS, Texarkana, Tex.
**BALFE, KIERAN**
WPGH, Pittsburgh, Pa.
**BALL, NOEL**
KSWM, Joplin, Mo.
**BALL, ROGER**
WALT, Tampa, Fla.
**BALLARD, GEORGE**
WAYS, Charlotte, N. C.
**BALTHIS, AL**
KNGS, Hanford, Calif.
**BALTZER, LARRY**
KHUZ, Borger, Tex.
**BANGHART, KENNETH**
Six O'Clock, Eleven O'Clock News (WNBC); When A Girl Marries (NBC); Who Said That (NBC); Universal Pictures.
**BANKS, HAL**
WARL, Arlington, Va.
**BANKS, ORVILLE CLAIR**
KWWB, Walla Walla, Wash.
**BARAGER, ROBERT**
WNBZ, Saranac Lake, N. Y.
**BARATH, RAY**
WTOC, Savannah, Ga.
**BARBER, B. GEORGE, JR.**
WCOS, Columbia, S. C.
**BARBER, DON**
WAGA, Atlanta, Ga.
**BARBER, JULIAN**
WAYS, Charlotte, N. C.
**BARCLAY, AL**
WAMS, Wilmington, Del.
**BARENTS, BARRY**
WLEE, Richmond, Va.
**BARILE, LOUIS**
WIBX, Utica, N. Y.
**BARKER, ROBERT**
KTTS, Springfield, Mo.
**BARKLEY, CHARLES**
WIOU, Kokomo, Ind.
**BARKLEY, GEORGE**
KFI-TV, Los Angeles, Calif.
**BARLOW, JOHN**
KGEM, Boise, Ida.
**BARNES, TEDDY**
WHAL, Shelbyville, Tenn.
**BARRETT, BILL**
KVOP, Plainview, Tex.
**BARRETT, BILL**
WCJU, Columbia, Miss.
**BARRETT, RAY**
(NBC) WNBC
**BARRICKS, JOHNNY**
WKAY, Glasgow, Ky.
**BARRINGER, BOB**
KRRV, Sherman-Denison, Tex.
**BARRINGTON, CHARLES**
KDYL, Salt Lake City, Utah
**BARRY, BOB**
WCAP, Asbury Park, N. J.
**BARRY, CHARLES**
WCRO, Johnstown, Pa.
**BARRY, JACK**
WJOY, Burlington, Vt.
**BARRY, JOSH**
WFTL, Ft. Lauderdale, Fla.
**BARRY, NORMAN**
WMAQ, Chicago, Ill.
**BARTELL, ED**
WPGH, Pittsburgh, Pa.
**BARTELL, PAUL**
WFOX, Milwaukee, Wis.
**BARTON, FRANK**
KNBH, Hollywood, Calif.
**BARRY, JACK**
WOR, New York, N. Y.
**BATAILLE, WILFRED M., JR.**
WBCM, Bay City, Mich.
**BATCHELDER, JOHN**
WRC, Washington, D. C.
**BATEMAN, DOUGLAS**
WTAX, Springfield, Ill.
**BATSON, VIC**
WBRC, Birmingham, Ala.
**BAXTER, CHARLES**
WTOL, Toledo, O.
**BAXTER, RAYMOND**
KHUZ, Borger, Tex.
**BAXTER, RAY**
WBNX, New York, N. Y.
**BEACH, NORMAN**
WJRI, Lenoir, N. C.
**BEAN, BOB**
WBIG, Greensboro, N. C.
**BEAR, CHET**
WILS, Lansing, Mich.
**BEASLEY, BOB**
WCAW, Charleston, W. Va.
**BEATTY, BILL**
WFLA, Tampa, Fla.
**BEATTY, ROSS**
WELM, Elmira, N. Y.
**BECK, AL**
WDIA, Memphis, Tenn.
**BECK, AL**
WKBZ, Muskegon, Mich.
**BECK, BARNEY**
WFVA, Fredericksburg, Va.
**BECKER, GEORGE**
WEDC, Chicago, Ill.


**HARRY VON ZELL**

RADIO
EDDIE CANTOR SHOW
NBC — FRIDAYS

•

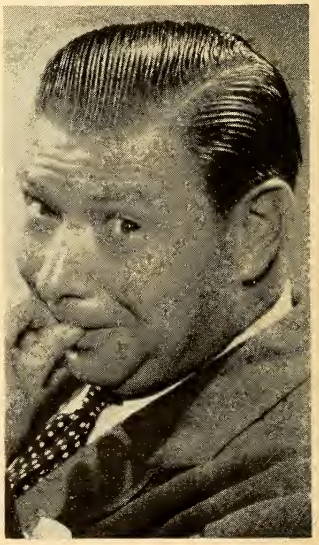
SMITHS OF HOLLYWOOD
(Transcribed)

•

Motion Pictures
HARRY VON ZELL
COMEDIES — COLUMBIA
"THE SAXON CHARM"
U-I
"DEAR WIFE"
Paramount

•

Public Relations
THE DON HIX ENTERPRISES
6404 Hollywood Blvd.
Hollywood (28), Calif.



**BECKER, HARRY**
KWBW, Hutchinson, Kans.

**BECKER, SANDY**
(Becker, Sanford George) Announcer-Actor; b. New York, N. Y., Feb. 19, 1922. Jack Smith; Once Upon A Tune; Rooftops of the City; CBS Workshop; Give & Take; Second Mrs. Burton.

**BECKETT, RALPH**
KWIN, Ashland, Ore.

**BEDAN, BIRD**
WEAV, Plattsburgh, N. Y.

**BEEBE, JON**
KCOK, Tulare, Calif.

**BEECH, CROWELL**
KWKW, Pasadena, Calif.

**BEER, UMBERTO**
WAVZ, New Haven, Conn.

**BELANEY, BILL**
WCOL, Columbus, O.

**BELCHER, TOM**
KFBI, Wichita, Kans.

**BELL, DICK**
WLIB, New York, N. Y.

**BELL, TED**
KRSC, Seattle, Wash.

**BELL, WAYNE**
WFTM, Maysville, Ky.

**BELLAH, MILTON**
WDAR, Savannah, Ga.

**BELLAIRS, MEL**
WCFL, Chicago, Ill.

**BELMAN, DAVE**
KTIP, Porterville, Calif.

**BELMONT, RON**
WEAT, Lake Worth, Fla.

**BENEDICT, ANDREW**
WGBB, Freeport, N. Y.

**BENESCH, BILL**
WNVA, Norton, Va.

**BENFIELD, BERLIN**
WKSR, Pulaski, Tenn.

**BENGSTON, CHARLES**
WATR, Waterbury, Conn.

**BENNETT, BERN**
CBS, WCBS-TV, New York, N. Y.

**BENNETT, BILL**
WDOS, Oneonta, N. Y.

**BENNETT, BING**
WSKY, Asheville, N. C.

**BENNETT, DEAN**
KCSU, Provo, Utah

**BENSON, FRANK**
WJRD, Tuscaloosa, Ala.

**BENSUSSEN, SAM**
KIEV, Glendale, Calif.

**BENUM, ARNOLD**
KTTO, San Bernardino, Calif.

**BENSON, HAL**
WMPS, Memphis, Tenn.

**BERGE, GENE**
WGAY, Silver Rapids, Md.

**BERGER, NORMAN**
WKBN, Youngstown, O.

**BERGERSON, IVAN**
KCIL, Houma, La.

**BERGSTROM, ART**
WMMW, Meriden, Conn.

**BERLIN, PAUL**
WHHM, Memphis, Tenn.

**BERRY, DICK**
WCNT, Centralia, Ill.

**BERRY, JOHN**
WEBQ, Harrisburg, Ill.

**BERRY, W. E.**
KENO, Las Vegas, Nev.

**BERTRAND, JACK**
KOLE, Port Arthur, Tex.

**BETTERS, MITCHEL C.**
WTHT, Hartford, Conn.

**BICKFORD, CHARLES**
WFGN, Gaffney, S. C.

**BILL, CHUCK**
WJJD, Chicago, Ill.

**BILLINGSLEY, JOHN**
KSFA, Nacogdoches, Tex.

**BINGHAM, BOB**
WCNC, Elizabeth City, N. C.

**BINGHAM, DICK**
WTSP, St. Petersburg, Fla.

**BINGMAN, FRANK**
NBC
"Cavalcade of America"

**BIRMINGHAM, JOHN**
WNBZ, Saranac Lake, N. Y.

**BISH, DON**
KGEM, Boise, Ida.

**BISHOP, CLAY**
KSEM, Moses Lake, Wash.

**BISHOP, JEROME**
WTND, Orangeburg, S. C.

**BIVENS, BILL**
NBC, Fred Waring Show

**BLACK, ALAN**
WPIT, Pittsburgh, Pa.

**BLACK, BERNIE**
WGPA, Bethlehem, Pa.

**BLACK, CHARLIE**
WSAI, Cincinnati, O.

**BLACK, JIM**
WIBK, Knoxville, Tenn.

**BLACK, JOSEPH**
WHK, Cleveland, O.

**BLACKBURN, BILL**
KROY, Sacramento, Cal.

CY HARRICE

*announcing*

WALTER WINCHELL

**BLACKMON, BEN**
KEYS, Corpus Christi, Tex.
**BLACKWELL, BURT**
WAVE-TV, Louisville, Ky.
**BLAGG, BOB**
WDNE, Elkins, W. Va.
**BLAINE, JAMES**
Drew Pearson, Human Side of The News, Music and Mr. Blaine, ABC
**BLAKE, TOMMY**
KWHI, Brenham, Tex.
**BLAND, CECIL**
KTBS, Shreveport, La.
**BLANKS, VICTOR**
KFBK, Sacramento, Cal.
**BLECKLEY, JOHN**
WCJU, Columbia, Miss.
**BLISS, HOMER**
WHAM, Rochester, Mass.
**BLOCK, MARTIN**
NBC
Chesterfield Supper Club
**BLOSS, WILLIAM**
WKYB, Paducah, Ky.
**BLUE, PAUL**
KTLN, Denver, Colo.
**BLUM, LARRY**
WMAK, Nashville, Tenn.
**BOARDMAN, FRANK**
KSWO, Lawton, Okla.
**BOARDWAY, JAY**
KSON, San Diego, Cal.
**BODKIN, LARRY**
WTAL, Tallahassee, Fla.
**BOGDEN, HILARY**
WJAS, Pittsburgh, Pa.
**BOHACK, BILL**
WPAT, Patterson, N. J.

**BOHLIN, BILL**
WEAU, Eau Claire, Wis.
**BOIVIN, JAY**
WFEA, Manchester, N. H.
**BOLIN, ART**
WARM, Scranton, Pa.
**BOLLINGER, JIM**
WINN, Louisville, Ky.
**BOLTON, JOE**
WPIX, New York, N. Y.
**BOLTON, LESLIE R.**
KARK, Little Rock, Ark.
**BOND, FORD**
David Harum, CBS
**BONDARIN, AL**
KFOR, Lincoln, Neb.
**BOONE, BOB**
WBYS, Canton, Ill.
**BOOTH, LLOYD**
KYOU, Greely, Colo.
**BOOTH, VIRGIL**
WKBW, Buffalo, N. Y.
**BORTHWICK, BILL**
WBRC, Birmingham, Ala.
**BOSCH, HENRY**
WFUR, Grand Rapids, Mich.
**BOST, RAY**
WNNC, Newton, N. C.
**BOSTIC, TOM**
KIMA, Yakima, Wash.
**BOTHE, RONALD F.**
WMIQ, Iron Mountain, Mich.
**BOVARD, BOB**
KWBR, Oakland, Cal.
**BOWEN, HUGH**
KWDM, Des Moines, Ia.
**BOWEN, REX**
KRUX, Phoenix, Ariz.

**BOWER, BOB**
WTIP, Charleston, W. Va.
**BOWERS, BILL**
KAKC, Tulsa, Okla.
**BOWLES, SHANNON**
KELD, El Dorado, Ark.
**BOWMAN, ROGER**
NBC
American Album of Familiar Music, General Foods Shows, CBS Television Documentary Shows
**BOYD, FORREST**
KAYZ, Waterloo, Ia.
**BOYD, HARVEY**
KWBC, Fort Worth, Tex.
**BOYD, LEX**
KROW, Oakland, Cal.
**BOYLE, ED**
WBUY, Lexington, N. C.
**BOYLE, WILLIAM**
WGRD, Grand Rapids, Mich.
**BOYLES, CHARLES**
KTOW, Oklahoma City, Okla.
**BOYNTON, CECIL**
KVAI, Amarillo, Tex.
**BOYSEN, JIM**
WTCN, Minneapolis-St. Paul, Minn.
**BRADFORD, JOHN**
WINS, New York, N. Y.
**BRADLEY, BOB**
WMLO, Milwaukee, Wis.
**BRADLEY, FRANK**
WGFG, Kalamazoo, Mich.
**BRADLEY, JACK**
WSAZ, Huntington, W. Va.

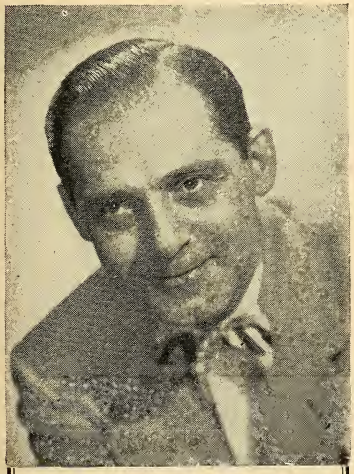
JOE KING

*'Speaking for The Coca-Cola Company.'*

**BRADLEY, TRUMAN**
CBS
Suspense
**BRADLEY, WILLIAM V.**
WLYN, Lynn, Mass.
**BRAGG, CHARLES**
WGNS, Murfreesboro, Tenn.
**BLAKE, WIN**
WKXL, Concord, N. H.
**BRALY, SAM**
KSUE, Susanville, Cal.
**BRAMHALL, BILL**
WEMP, Milwaukee, Wis.
**BRANCH, NEAL**
WBIR, Knoxville, Tenn.
**BRAND, JACK**
WENR, Chicago, Ill.
**BRANDT, MEL**
NBC
WNBC, New York, N. Y.
**BRANDL, MILT**
WISN, Milwaukee, Wis.
**BRAUDRICK, GEORGE**
KFDX, Wichita Falls, Tex.
**BREEZEY, CHUCK**
KDLK, Del Rio, Tex.
**BREITENMOSER, DON**
KVOB, Alexandria, La.
**BRENARD, GEORGE**
WLIP, Kenosha, Wis.
**BRENNAN, JOE**
KXOK, St. Louis, Mo.
**BRENNAN, WILLIAM**
WJOY, Burlington, Vt.
**BREVIK, ERNIE**
WDAY, Fargo, N. Dak.
**BREWER, DON**
KFMJ, Tulsa, Okla.

**BRICE, EVELYN**
KTKR, Taft, Cal.
**BRIGGS, FRED**
KITO, San Bernardino, Cal.
**BRIMACOMB, LES**
KXLO, Lewiston, Mont.
**BRIN, HARRISE**
KTLA, Los Angeles, Cal.
**BRINKLEY, JACK**
Judy and Jane; Night Manager and Announcer for WLS, Chicago; Recordist of "Breakfast In The Blue Ridge"; Producer of "Silver Sails" poetry program.
**BRITTON, JACK**
WKGN, Knoxville, Tenn.
**BROOK, PHILIP**
WNEB, Worcester, Mass.
**BROOKS, BOB**
WSCR, Scranton, Pa
**BROOKS, FARRELL**
KRHD, Duncan, Okla.
**BROOKS, FRANK**
WBUD, Morrisville, Pa.
**BROOKS, GILBERT**
WKNA, Charleston, W. Va.
**BROOKS, MIKE**
WBIG, Greensboro, N. C.
**BROOKS, PHIL**
KRKD, Los Angeles, Cal.
**BROOKS, TOM**
WHAW, Weston, W. Va.
**BROPHY, BILL**
WKNY, Kingston, N. Y.
**BROTHERS, BILL**
WCBT, Roanoke Rapids, N. C.
**BROWN, BERNARD**
WAPO, Chattanooga, Tenn.

**BROWN, BILL**
WLW, Cincinnati, O.
**BROWN, BOB**
WISC, Madison, Wis.
**BROWN, ED**
KFDA, Amarillo, Tex.
**BROWN, EDWIN**
WJJJ, Montgomery, Ala.
**BROWN, EMERSON**
WTRR, Sanford, Fla.
**BROWN, GERALD**
WGRC, Louisville, Ky.
**BROWN, GORDON**
WVLK, Lexington, Ky.
**BROWN, HARVEY**
WLBF, Leesburg, Fla.
**BROWN, HOWARD**
WPIL, Philadelphia, Pa.
**BROWN, HILLIARD**
WHOP, Hopkinsville, Ky.
**BROWN, JAMES**
WKMH, Dearborn, Mich.
**BROWN, PHIL**
WTBF, Troy, Ala.
**BROWN, PHILLIP**
WCOV, Montgomery, Ala.
**BROWN, RED**
WDXB, Chattanooga, Tenn.
**BROWN, ROBERT**
WEPM, Martinsburg, W. Va.
**BROWN, TED**
WOR, New York, N. Y.
**BROWN, TOM**
KCRS, Midland, Tex.
**BROWN, WILLIAM**
WNEB, Worcester, Mass.
**BROWNE, HALBERT**
WOLS, Florence, S. C.

**BEN GRAUER**
NBC

on week days, it's JACK

on Sundays, it's JOHN PATRICK

but ALWAYS,

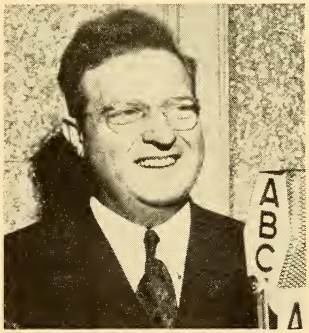
**COSTELLO**

NBC

**BROWNE, TOM**
WKBC, North Wilkesboro, N. C.
**BROWNING, DOUG**
Harry Wismer, Kay Kyser (while in N. Y.), Paul Whiteman Record Show, ABC
**BROWNING, GORDON**
KRKD, Los Angeles, Cal.
**BRUNNER, LARRY**
WCKY, Cincinnati, O.
**BRUGGEMAN, VERN**
KALL, Salt Lake City, Utah
**BRUNER, BOB**
WXLW, Indianapolis, Ind.
**BRUNER, MARSHALL**
WOMI, Owensboro, Ky.
**BRYAN, BILL**
KBYE, Oklahoma City, Okla.
**BRYAN, GEORGE**
Talent Scouts, Hit The Jackpot
CBS
**BRYANT, GEORGE**
WTIP, Charleston, W. Va.
**BRYANT, KENNY**
WKEY, Covington, Va.
**BRYSON, JOHN**
WENR-TV, Chicago, Ill.
**BUCHANAN, PAUL**
WTOM, Bloomington, Ind.
**BUCK, BERNARD**
WPTR, Albany, N. Y.
**BUCK, LOUIE**
WSM, Nashville, Tenn.
**BUSKLEY, RICHARD**
WANE, Fort Wayne, Ind.
**BUCKMAN, GENE**
WIL, St. Louis, Mo.
**BUECHLER, JACK**
WEXT, Milwaukee, Wis.
**BUICE, ROBERT**
KARK, Little Rock, Ark.
**BULLOCK, JACK**
KTIP, Porterville, Ky.
**BUMGARDNER, PAUL RUSSELL**
WHBS, Huntsville, Ala.
**BURGER, ROBERT L.**
WCAX, Burlington, Vt.
**BURGESS, RALPH**
WSAC, Columbia, Ga.
**BURGESS, TOM**
WWNC, Asheville, N. C.
**BURKA, BERNARD**
WBLK, Clarksburg, W. Va.
**BURKA, MEL**
WCHS, Charleston, W. Va.
**BURKE, ALAN**
WNAO, Raleigh, N. C.
**BURNS, GENE**
KNEL, Brady, Tex.
**BURKE, JACK**
WICY, Malone, N. Y.
**BURNS, DARREL**
KXLE, Ellensburg, Wash.
**BURNS, JOSEPH**
WNHC, New Haven, Conn.
**BURT, GARLAND**
WLAK, Lakeland, Fla.
**BURT, JIM**
KELO, Sioux Falls, S. Dak.
**BUSH, HERB**
KOAT, Albuquerque, N. Mex.
**BUSSARD, ADELINE**
KWWB, Walla Walla, Wash.
**BUTHERUS, ED**
KGW, Portland, Ore.
**BUTLER, JAY**
KFRM, Kansas City, Mo.
**BUTLER, JAY**
KMBC, Kansas City, Mo.
**BUTZ, BOB**
KBOL, Boulder, Colo.

## —C—

**CABE, LESLIE**
KVAN, Vancouver, Wash.
**CABLE, LOWELL D.**
KVOA, Tuscon, Ariz.
**CADDELL, GRAHAM**
WJMX, Florence, S. C.
**CADE, MARVIN**
WJW, Cleveland, O.
**CAIN, OLLIE**
WABB, Mobile, Ala.
**CALDWELL, JAY**
WGH, Newport News, Va.
**CALDWELL, JOE**
WNAO, Raleigh, N. C.
**CALL, NEAL**
WBUX, Doylestown, Pa.
**CALLAHAN, JACK**
WBYS, Canton, Ill.
**CALLIGAN, CLAYTON V.**
WFRP, Savannah, Ga.
**CALVERT, ROBERT**
WAJR, Morgantown, W. Va.
**CAMPBELL, CLAUDE N., JR.**
WCLA, Baton Rouge, La.
**CAMPBELL, DAVE**
WBT, Charlotte, N. C.
**CAMPBELL, GEORGE**
WJJL, Niagara Falls, N. Y.
**CAMPBELL, REX**
KSL, Salt Lake City, Utah

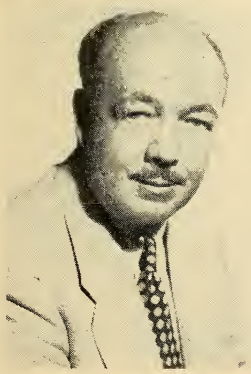

**MILTON CROSS**
"Metropolitan Opera"
Sat. 2 p.m.
"Metropolitan Auditions Of The Air"
Sun. 4:30-5 p.m.
A B C

**FRANK GALLOP**

**CAMPCHERO, BOB**
WABY, Albany, N. Y.
**CANAMAR, BUD**
WMIK, Middlesboro, Ky.
**CANDLER, PETE**
WFVA, Fredericksburg, Va.
**CANNADAY, BILL**
WJMO, Cleveland, O.
**CANNON, SAM**
WCMD, Cambridge, Md.
**CAPPS, BOB**
KRUX, Phoenix, Ariz.
**CARDELL, GEORGE**
WSOY, Decatur, Ill.
**CAREY, DICK**
WMIK, Middlesboro, Ky.
**CARIKER, KEN**
KRBC, Abilene, Tex.
**CARLE, JIM**
WSRS, Cleveland Hgts, O.
**CARLE, PERRY**
KUJ, Walla Walla, Wash.
**CARLSON, ADE**
WEBC, Duluth, Minn.
**CARLSON, HARRY**
WOR, New York, N. Y.
**CARLSON, HOWDY**
WISH, Indianapolis, Ind.
**CARLSON, WILL**
WBCK, Battle Creek, Mich.
**CARLTON, BOB**
WMBD, Peoria, Ill.
**CARLTON, JOHN**
WJJL, Niagara Falls, N. Y.
**CARMEN, JOHNNY**
KASA, Elk City, Okla.
**CARMONA, AL**
KGFJ, Hollywood, Cal.

**CAROTHERS, LARRY**
WCNT, Centralia, Ill.
**CARPENTER, BILL**
WOKO, Albany, N. Y.
**CARPENTER, ROBERT**
WBCM, Bay City, Mich.
**CARPENTER, ROBERT E.**
WKBB, Dubuque, Ia.
**CARROL, JAMES**
WBBB, Burlington, N. C.
**CARROLL, RALPH**
WNBF, Binghamton, N. Y.
**CARROLL, VINCENT**
WBAX, Wilkes-Barre, Pa.
**CARSWELL, TOM**
WORZ, Orlando, Fla.
**CARTER, CAL.**
KAMD, Camden, Ark.
**CARTER, DUNCAN**
WTTH, Port Huron, Mich.
**CARTER, JACK**
KSEO, Durante, Okla.
**CARTER, JERRY**
WKIP, Poughkeepsie, N. Y.
**CARTER, ROBERT**
KDB, Santa Barbara, Cal.
**CARTER, SAM**
WCAV, Norfolk, Va.
**CARUSO, CARL**
WOR, New York, N. Y.
**CASE, KEN**
KTBS, Shreveport, La.
**CASE, NELSON**
CBS, Lowell Thomas
Ford Theater
**CASEY, TOM**
WENR-TV, Chicago, Ill.

**CASHION, JOHN T.**
WDBC, North Wilkesboro, N. C.
**CASSARA, ERNIE**
WBET, Broekton, Mass.
**CASSELL, CLARENCE**
KQW, San Jose, Cal.
**CASSELMAN, CHET**
KERN, Bakersfield, Cal.
**CASSIDY, TOM**
KFAC, Los Angeles, Cal.
**CATE, LOUIS C.**
WENY, Elmira, N. Y.
**CATUDAL, JACQUES**
CKAC, Montreal, Que.
**CAUDILL, CARL**
WWNF, Fayetteville, N. C.
**CAUSSEY, BID**
KONE, Monroe, La.
**CAUSEY, DON**
KHOZ, Harrison, Ark.
**CAUTHEN, BILLIE B.**
WMFT, Florence, Ala.
**CECIL, HERMAN**
KCMC, Texarkana, Tex.
**CESSNA, HAL**
WGFG, Kalamazoo, Mich.
**CHAMBERS, HUGH**
WNJR, Newark, N. J.
**CHAMBERS, JAMES**
WBNY, Buffalo, N. Y.
**CHAMBRUN, BILL**
WXKW, Albany, N. Y.
**CHANCELLOR, GREGG**
KOME, Tulsa, Okla.
**CHAMPMAN, ED**
WKRG, Mobile, Ala.
**CHAPMAN, FRED**
WILK, Wilkes-Barre, Pa.

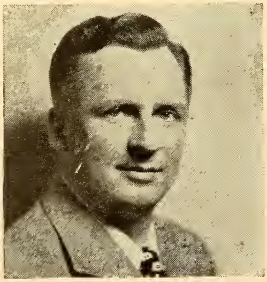
"BROKENSHIRE BROADCASTING"
9:30 a.m. WNBC 12:30 p.m.
United States Steel's
"THEATRE GUILD ON THE AIR"
ABC
Personal Management: Doug Storer

DAVID ROSS

**CHAPMAN, JERRY**
WIRE, Indianapolis, Ind.
**CHARLES, GORDON**
WTCM, Traverse City, Mich.
**CHARLES, JERRY**
WTOR, Torrington, Conn.
**CHARLES, VAN**
WIBK, Knoxville, Tenn.
**CHASE, BOB**
WCLO, Janesville, Wis.
**CHASEMAN, JOEL**
WAAM, Baltimore, Md.
**CHATTERTON, LARRY**
KTSL, Hollywood, Cal.
**CHERNAULT, GEORGE**
WSLS, Roanoke, Va.
**CHESTER, HARVEY**
WLAW, Lawrence, Mass.
**CHESTER, JACK**
KFBI, Wichita, Kans.
**CHILDS, LELAND**
WAPX, Montgomery, Ala.
**CHRISTENSEN, DON**
WOSH, Oshkosh, Wis.
**CHRISTIE, LEWIS**
KOCA, Kilgore, Tex.
**CHRONICLE, DALE**
KRBL, McCook, Neb.
**CLARK, BILL**
KHUZ, Borger, Tex.
**CLARK, GORDON**
KPBX, Beaumont, Tex.
**CLARK, GORDON**
KRAL, Rawlins, Wyo.
**CLARK, HAROLD**
WEAN, Providence, R. I.
**CLARK, HENRY**
WEAV, Plattsburg, N. Y.
**CLARK, JAMES C.**
WTYC, Rock Hills, S. C.
**CLARK, TOM**
WTNS, Coshocton, Wis.
**CLARKE, HERB**
WLOE, Leaksville, N. C.

**CLARKE, JOHN H.**
Narrator, Disc Jockey; b. Kingston, Ohio, May 10, '13; ed. U. of Cinn., Cinn. Conservatory of Music, Miami U. (Ohio); Going to Town; Three Corner Club; Rittenhouse Chimes Show (Tele) Staff Announcer (WINS).

**CLAYTON, OLIVER**
KEPO, El Paso, Tex.
**CLAYTON, ROBERT**
WJIM, Lansing, Mich.
**CLEAR, WILLIAM**
WRTA, Altoona, Pa.
**CLEARY, WILLIAM**
KRDO, Colorado Springs, Colo.
**CLEAVER, MARSHALL S.**
WKAP, Allentown, Pa.
**CLIFORD, NOEL**
WEKR, Fayetteville, Tenn.
**CLIFTON, CHARLES**
KELD, El Dorado, Ark.
**CLINE, KEN**
WJBK, Detroit, Mich.
**CLOWES, JOHN**
KCMJ, Palm Springs, Cal.
**CLUHE, GEORGE**
WBTA, Batavia, N. Y.
**COCHRAN, PAUL**
KWHK, Hutchinson, Kans.
**CODDON, HAL**
KFMB, San Diego, Cal.
**COE, JERRY**
KIXL, Dallas, Tex.
**COFFEY, RICHARD**
KSWI, Council Bluffs, Ia.
**COFFIN, TED**
WAGM, Presque Isle, Me.
**COHN, MORT**
WCHS, Charleston, W. Va.
**COKER, BOB**
WTAN, Clearwater, Fla.
**COLBY, JACK**
KLIF, Dallas, Tex.
**COLE, DAVE**
WTAL, Tallahassee, Fla.
**COLE, LOU**
WWRL, New York, N. Y.
**COLEMAN, VERNON E.**
WOCB, West Yarmouth, Mass.
**COLGAN, FRED**
KELP, El Paso, Tex.
**COLLIER, WALTER**
WTRR, Sanford, Fla.
**COLLINS, ART**
KBOW, Butte, Mont.
**COLLINS, BILL**
KTAN, Sherman, Tex.
**COLLINS, FRED**
WNLK, Norwalk, Conn.
**COLLINS, JOE**
KAVE, Carlsbad, N. Mex.
**COLLINS, JOHN**
WBIR, Knoxville, Tenn.
**COLLINS, STAN**
KSYC, Yreka, Cal.
**COLLINS, WAYNE LeROY**
KGMB, Honolulu, T. H.
**COLLISTER, VIETS**
WICA, Ashtabula, O.

GLENN RIGGS

free - lance

ANNOUNCER EMCEE

LEx. 2-1100

*Gene Hamilton*

**Music Commentator—**
everything from "Lower Basin Street" to the Boston Symphony.

**Director—Announcer**
"Carnegie Hall" Concerts, American Oil Company.

A.B.C.

**COLLYER, BUD**
(Collyer, Clayton); Quiz of Two Cities; Superman; Break the Bank (ABC); Life Can Be Beautiful (NBC); Molle Mystery Theater (NBC); Winner Take All (CBS-CBS-TV).

**COLTON, LAVERN**
WLAM, Lewiston, Me.

**COM, AL LA**
KNEW, Spokane, Wash.

**COMTE, GEORGE**
WTMJ-TV, Milwaukee, Wis.

**CONDON, JERRY**
WMON, Montgomery, W. Va.

**CONDON, STUART**
KGNC, Amarillo, Tex.

**CONFER, WILLIAM**
WFBG, Altoona, Pa.

**CONTER, RALPH**
WVOR, Colorado Springs, Colo.

**CONOVER, HUGH**
Big Sister, Bob Hawk Show CBS

**CONRAD, BOB**
WAPX, Montgomery, Ala.

**CONRAD, GENE**
WWSO, Springfield, O.

**CONSIDINE, BOB**
NBC
Fred Waring Show

**COOK, CLARK**
KTMS, Santa Barbara, Cal.

**COOK, DICK**
WCKY, Cincinnati, O.

**COOK, JACK**
KRDO, Colorado Springs, Colo.

**COOK, JAMES R.**
WGBA, Columbus, Ga.

**COOK, WARREN**
WANE, Fort Wayne, Ind.

**COOKE, HENRY**
WMAQ, Chicago, Ill.

**COON, AL**
KOLO, Reno, Nev.

**COOPER, CHARLES**
WIKK, Erie, Pa.

**COOPER, MARK**
KDON, Monterey, Cal.

**COPE, FRANK**
KJBS, San Francisco, Cal.

**CORCORAN, BILL**
WJBO, Baton Rouge, La.

**CORLEY, BOB**
WQXI, Atlanta (Buckhead), Ga.

**CORNELL, BOB**
KFAC, Los Angeles, Cal.

**COSTLEY, JAN**
WINR, Binghamton, N. Y.

**CORBETT, JOHN**
WBEN-TV, Buffalo, N. Y.

**CORBIN, LOU**
WFBR, Baltimore, Md.

**CORLEY, BILL**
WBNS, Columbus, O.

**CORNELL, DON**
KFXJ, Grand Junction, Colo.

**CORNING, TIBBITS**
Fred Beck Show, CBS

**CORNTHWAITE, BOB**
KFOX, Long Beach, Cal.

**COSLETT, FRANKLIN D.**
WBRE, Wilkes-Barre, Pa.

**COSTELLO, JOHN PATRICK (Jack)**
Announcer, Narrator, Commentator; b. Sauk Center, Minn.; St. Bonaventure College, U. of Minn., Honorary Degree, Litt. D.; Music America Loves Best; RCA Victor; Kraft Music Hall; Hildegarde Raleigh Room; Story of Music; Vacation With Music; Catholic Hour; First Piano Quartet (NBC); Eleventh Hour News (WNBC).

**COTE, FRANK R.**
WHAI, Greenfield, Mass.

**COURTNEY, LEE**
KXYZ, Houston, Tex.

**COVINTON, DICK**
KRDS, Paragould, Ark.

**COWLING, TERRY**
WCOP, Boston, Mass.

**COX BILL**
WWDC, Washington, D. C.

**COX, JIM**
WMRF, Lewiston, Pa.

**CRABBE, WILLIAM A.**
KRUZ, Santa Cruz, Cal.

**CRAGO, DICK**
WCBI, Columbus, Miss.

**CRAIG, GEORGE**
KFDX, Wichita Falls, Tex.

**CRANE, BEN**
KXIC, Iowa City, Ia.

**CRANE, LEO**
KSON, San Diego, Cal.

**CRANE, STEPHEN**
WZIP, Covington, Ky.

**CRAVEN, HAROLD**
WHPE, High Point, N. C.

**CRAWFORD, GEORGE**
WINX, Washington, D. C.

**CRAWFORD, PAUL**
KWKH, Shreveport, La.

ALUN WILLIAMS

ANNOUNCING
RADIO and TELEVISION

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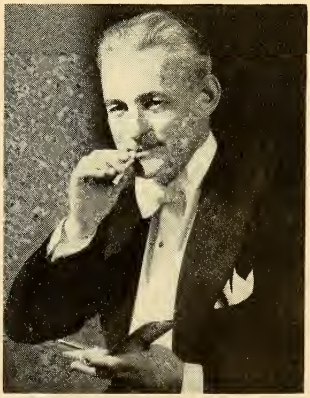


KELVIN KEECH

☆

. . . and still going strong!

**CRENSHAW, PHIL**
KVLH, Pauls Valley, Okla.
**CROFFORD, GEORGE**
KOCS, Ontario, Cal.
**CROSATTO, DAVE**
KJBS, San Francisco, Cal.
**CROSS, GEORGE**
WEXL, Royal Oak, Mich.

**CROSS, MILTON**
Metropolitan Opera, Metropolitan Auditions of the Air, Piano Playhouse (ABC).

**CROUCHET, GEORGE**
KPAC, Port Arthur, Tex.
**CRUMP, GEORGE**
WCRO, Johnstown, Pa.
**CRUMPLEY, GUY**
WRHP, Tallahassee, Fla.
**CRUTCHER, JACK**
KTOP, Topeka, Kans.

**CULLEN, WILLIAM L.**
Radio Announcer, MC; b. Pittsburgh, Pa., Feb. 18, 1920; Carnegie Tech; Univ. of Pittsburgh; Continental Celebrity Club; Give & Take (CBS); Winner Take All (CBS); Hit the Jackpot; Crime Photographer.

**CULVER, J. P.**
WKIG, Dothan, Ala.
**CUMMINGS, BOB**
WIRK, W. Palm Beach, Fla.
**CUMMINS, RAY**
WMBL, Morehead City, N. C.
**CUNNINGHAM, CHRIS**
WPAT, Paterson, N. J.
**CURTIN, DAVID**
WRNY, Rochester, N. Y.
**CURTIS, BILL**
WDGY, Minneapolis, Minn.
**CURTISS, RUSS**
KGVL, Greenville, Tex.
**CUTTING, DICK**
KCSB, San Bernardino, Cal.

## — D —

**DABECCO, HENRY**
WJAS, Pittsburgh, Pa.
**DAGG, BILL**
WNOW, York, Pa.
**DAHLBERG, JERRY**
KROX, Crookston, Minn.
**DALE, HAROLD B.**
WKNS, Kinston, N. C.
**DALE, STANLEY**
WAIR, Winston-Salem, N. C.
**DANE, MARSHALL**
WJNO, West Palm Beach, Fla.
**DANIELS, ED**
WDIA, Memphis, Tenn.
**DANIELS, JOE**
WCSS, Amsterdam, N. Y.
**DANIELS, PAUL**
WWNH, Rochester, N. Y.
**DANIELSON, JIM**
KASH, Eugene, Ore.
**D'ARCY, BOB**
KPKW, Pasco, Wash.
**DARLINGTON, GEORGE**
WGCD, Chester, S. C.
**DARY, ALAN**
WBRY, Waterbury, Conn.
**DAUGHERTY, BILL, JR.**
KIUN, Pecos, Tex.
**DAVIDSON, BOB**
WFAS, White Plains, N. Y.
**DAVIDSON, PAUL**
WKAN, Kankakee, Ill.
**DAVIDSON, TOM**
WCOA, Pensacola, Fla.
**DAVIES, BILL**
WLAQ, Rome, Ga.
**DAVIS, DAN**
KIOX, Bay City, Tex.
**DAVIS, EDWARD**
WFPG, Atlantic City, N. J.
**DAVIS, FRED**
KRPL, Moscow, Ida.
**DAVIS, GEORGE**
WREL, Columbus, Ga.
**DAVIS, HAL**
KCMJ, Palm Springs, Cal.
**DAVIS, JOHN**
WWSW, Pittsburgh, Pa.
**DAVIS, JOHN LEE**
WKEY, Covington, Va.
**DAVIS, LARRY**
KRNT, Des Moines, Ia.
**DAVIS, OVIDE**
KCIL, Houma, La.
**DAVIS, PAUL**
KAVE, Carlsbad, N. Mex.
**DAVIS, RUSS**
WBKB, Chicago, Ill.
**DAVIS, TOM**
KXLR, No. Little Rock, Ark.
**DAVISON, PHIL**
WBCC, Bethesda-Chevy Chase, Md.
**DAVY, BOB**
KASH, Eugene, Ore.
**DAWSON, GRAHAM**
WELO, Tupelo, Miss.
**DAY, JACK**
WFBR, Baltimore, Md
**DAY, MAX**
WKMO, Kokomo, Ind.


# WIN ELLIOT

**Emcee "County Fair"**
Borden Company—CBS

**Emcee "Betty Crocker"**
General Mills—ABC

**Emcee "Quick As A Flash"**
Helbros Watches—MBS

**Narrator-Announcer "Willie Piper"**
General Electric—ABC

Emcee ET's for United States Treasury

# Television

N. Y. Ranger Hockey Games WPIX

Ford Motors—CBS-TV

Maxwell House Coffee

Knox Hats

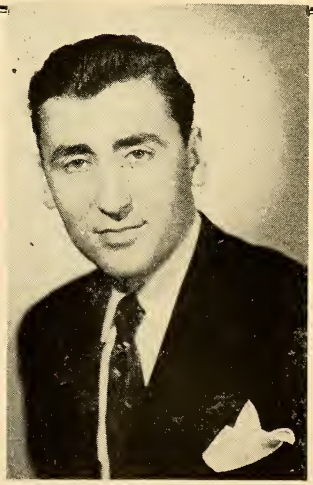
**RADCLIFFE HALL**
NBC NBT

**DAYTON, LEE**
WMAL, Washington, D. C.
**DeALESSI, GENE**
KTIM, San Rafael, Cal.
**DEAN, JOHN**
WDNC, Durham, N. C.
**DEARMAN, PAUL**
WSIC, Statesville, N. C.
**DeBARDELABEN, BOB**
WTIK, Durham, N. C.
**DeBARR, BERT**
WVLN, Olney, Ill.
**DEEDS, WALTER**
KVOL, Lafayette, La.
**DEEGAN, MICHAEL**
WJMJ, Philadelphia, Pa.
**DEER, JIMMY**
WDAR, Savannah, Ga.
**DeFAY, RICHARD**
KBIO, Burley, Ida.
**DeGRAVELLE, ROU**
KROF, Abbeville, La.
**DEINES, NAY**
KMMJ, Grand Island, Neb.
**DELANEY, CHUCK**
WCBI, Columbus, Miss.
**DELMAR, BILL**
KSMO, San Mateo, Cal.
**DeMARSE, WILLIAM**
WRNY, Rochester, N. Y.
**DEMERS, BOB**
WLAM, Lewiston, Me.
**DENMAN, REX**
KREI, Farmington, Mo.
**DENMON, PAUL**
WKWF, Key West, Fla.
**DENNIS, LEE**
KRKO, Everett, Wash.
**DENTLER, WARREN**
WCPO, Cincinnati, O.

**DENTON, ROBERT**
NBC
**DERBY, CLIFF**
WAOV, Vincennes, Ind.
**DERRICK, JOHN**
KOJM, Havre, Mont.
**DESMOND, WARREN**
WAZF, Yazoo City, Miss.
**deSUZE, CARL**
WBZ-TV, Boston, Mass.
**DEUEL, LES**
WOKO, Albany, N. Y.
**DEVINE, OTIS**
WSM, Nashville, Tenn.
**DEWES, TERRY**
WHYU, Newport News, Va.
**DEWTITT, BILL**
WFBM, Indianapolis, Ind.
**DeYOUNG, JOHN**
WGL, Fort Wayne, Ind.
**DICKSON, WILFORD**
KBST, Big Springs, Tex.
**DIETZ, ROBERT**
WSBR, Pensacola, Fla.
**DILL, GLEN**
WTSP, St. Petersburg, Fla.
**DILL, JACK A.**
WENK, Union City, Tenn.
**DILLEHAY, GENE**
KBYE, Oklahoma City, Okla.
**DILLNER, BILL**
WEDC, Chicago, Ill.
**DILLON, MICHAEL**
KRDO, Colorado Springs, Colo.
**DIMARCO, GENE**
WJVB, Jacksonville Beach, Fla.
**DISON, MASON**
KICD, Spencer, Ia.

**DIX, AL**
KBOW, Butte, Mont.
**DIXON, TOM**
KFAX, Los Angeles, Cal.
**DIXON, ROY**
KTRM, Beaumont, Tex.
**DOBBINS, JOE**
WBNS, Columbus, O.
**DOBEY, JOHN**
KFMJ, Tulsa, Okla.
**DODD, THOMAS L., JR.**
WDEV, Waterbury, Vt.
**DODDS, DON**
KDSH, Boise, Ida.
**DODSON, EDDIE**
WLAR, Athens, Tenn.
**DOHERTY, SIDNEY**
WJLS, Beckley, W. Va.
**DOMEC, JOHNNIE**
KROF, Abbeville, La.
**DONAHUE, TOM**
KMHL, Marshall, Minn.
**DONALDSON, AL**
KDGE, Fergus Falls, Minn.
**DONALDSON, ROBERT**
WJJJ Montgomery, Ala.
**DONZE, DONALD M.**
KSGM, St. Genevieve, Mo.
**DOOLEY, CHARLES B.**
WVJS, Owensboro, Ky.
**DOOLITTLE, DON**
KFI-TV, Los Angeles, Cal.
**DOREMUS, WARREN**
WHEC, Rochester, N. Y.
**DORSEY, BILL**
WSKY, Asheville, N. C.
**DORSEY, HOWARD**
KMOX, St. Louis, Mo.
**DOUBLEDAY, BILL**
KWBR, Oakland, Cal.

GEORGE ANSBRO
WJZ—ABC



ARTHUR GARY
NBC-WNBC-NBT

**DOUGLAS, ALAN**
WKMH, Dearborn, Mich.
**DOUGLAS, JACK**
KELO, Sioux Falls, S. Dak.
**DOUGLAS, WOLLY**
WCAV, Norfolk, Va.
**DOVIS, BOB**
WBAL-TV, Baltimore, Md.
**DOWD, DON**
WENR, Chicago, Ill.
**DOWNEY, BILL**
WISN, Milwaukee, Wis.
**DOWNING, BERT**
KUBA, Yuba City, Calif.
**DOYLE, JIM**
WTMV, East St. Louis, Ill.
**DOYLE, NORMAN J., JR.**
WCCM, Lawrence, Mass.
**DRABANT, JACK**
WCRO, Johnstown, Pa.
**DRAKE, TOMMY**
KSTB, Breckenridge, Tex.
**DRAPER, LARRY**
WFAU, Augusta, Me.
**DREPPERD, BOB**
WLOW, Norfolk, Va.
**DREWS, BOB**
WNLK, Norwalk, Conn.
**DREXLER, JIM**
WMAM, Marinette, Wis.
**DU BOIS, CHARLES**
KBMY, Billings, Mont.
**DUDLEY, DICK**
NBC
**DUDLEY, RALPH**
WXGI, Richmond, Va.
**DUFFY, JON**
KALL, Salt Lake City, Utah
**DUFTY, FRED**
KAUS, Austin, Minn.

**DUHAMEL, GORDON**
WCCM, Lawrence, Mass.
**DUKE, KEN**
KAMQ, Amarillo, Tex.
**DULANE, CHUCK**
WGAY, Silver Rapids, Md.
**DUNBAR, EDWARD**
WBBQ, Augusta, Ga.
**DUNBAR, RUSS**
WOR, New York, N. Y.
**DUNCAN, CARL**
WKOX, Framingham, Mass.
**DUNCAN, EDDIE**
WEOA, Evansville, Ind.
**DUNCAN, NORVIN**
WFBC, Greenville, S. C.
**DUNCAN, RICHARD**
WBLK, Clarksburg, W. Va.
**DUNFORD, HOWARD**
WMRN, Marion, O.
**DUNHAM, JIM**
WMMW, Meriden, Conn.

**DUNHAM, RICHARD H.**
b. New York, N. Y., Feb. 26, 1916; ed. Rollins College; The Strange Romance of Evelyn Winters (CBS); Katie's Daughter (NBC); Rose of My Dreams (MBS); Molle Mystery (NBC); Policewoman (ABC).

**DUNHAM, JOHN**
WBKB, Chicago, Ill.
**DUNLAP, TED**
WMAL, Washington, D. C.
**DUNLAP, WALLACE B.**
WLIZ, Bridgeport, Conn.
**DUNN, EDDIE**
NBC
Jack Berch Show

**DUNN, JACK**
KRE, Berkeley, Calif.
**DUNN, MIKE**
WXLW, Indianapolis, Ind.
**DUNNE, BOB**
WEXT, Milwaukee, Wis.
**DUNPHY, JERRY**
KOAT, Albuquerque, N. M.
**DURBIN, EUGENE**
KOCS, Oakland, Cal.
**DUTCH, HAROLD**
WABI, Bangor, Me.
**DUTY, EDWARD**
KRUZ, Santa Cruz, Cal.
**DVORAK, GEORGE**
KFI, Los Angeles, Cal.
**DYER, HAROLD F.**
WCSH, Portland, Me.
**DYRE, ROBERT**
KUBA, Yuba City, Cal.

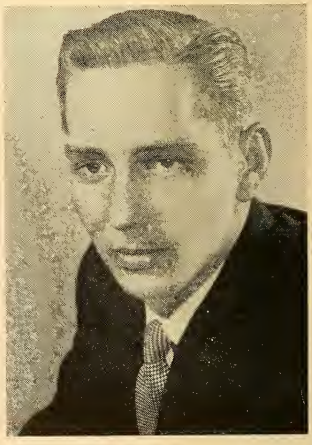
## —E—

**EAGON, BRUCE**
KVOO, Tulsa, Okla.
**EAKINS, PHIL**
KOAT, Albuquerque, N. Mex.
**EARL, GLENN**
KPBX, Beaumont, Tex.
**EARLE, BILL**
WHIT, New Bern, N. C.
**EAST, HENRY**
WSAC, Columbus, Ga.
**EASTON, ALEX**
WISC, Madison, Wisc.
**EATON, GORDON**
WGST, Atlanta, Ga.
**ECKERT, EDWARD**
WKNY, Kingston, N. Y.
**ECKLES, DAMON**
WDAE, Tampa, Fla.

ART
BAKER'S-
NOTEBOOK

IN ITS 11th YEAR

KECA



JOE GIVEN
ANNOUNCER — NEWSCASTER — NARRATOR
WOV
LEx. 2-1100

**EDDY, RAY**
WPDQ, Jacksonville, Fla.
**EDEN, FRED**
WQQW, Washington, D. C.
**EDGAR, RALPH**
WGAR, Cleveland, O.
**EDMONDS, BILL**
WMGM, New York, N. Y.
**EDNEY, KERMIT**
WHKP, Hendersonville, N. C.
**EDWARDS, BILL**
KWEM, West Memphis, Ark.
**EDWARDS, DON**
WTAX, Springfield, Ill.
**EDWARDS, FRANK**
WHJB, Greensburg, Pa.
**EDWARDS, JOHN**
KATL, Houston, Tex.
**EDWARDS, LARRY**
WARD, Johnstown, Pa.
**EDWARDS, MARTIN**
WBMD, Matimore, Me.
**EDWARDS, RAY**
KXIC, Iowa City, Ia.
**EGNER, NATE**
WLDS, Jacksonville, Ill.
**EICHER, ROBERT**
WBEL, Beloit, Wis.
**EICHORN, FRANK**
WGLN, Grand Falls, N. Y.
**EISWORTH, BOB**
WXKW, Albany, N. Y.
**ELIOT, BRUCE**
WOR, New York, N. Y.
**ELLERBEE, CARROLL**
KMO, Tacoma, Wash.
**ELLIOTT, CHARLES**
WMGY, Montgomery, Ala.
**ELLIOT, IAN**
KLIX, Twin Falls, Ida.
**ELLIOT, WILLIAM I.**
WHEB, Portsmouth, N. H.

**ELLIOT, WIN**
(Elliot, Irwin); Announcer, MC, Play by Play Sports; Univ. of Mich., AB Degrees; County Fair (CBS); N. Y. Rangers Hockey (CBS-Tele); Willie Piper (ABC); Sports & Special Events (CBS-Tele).

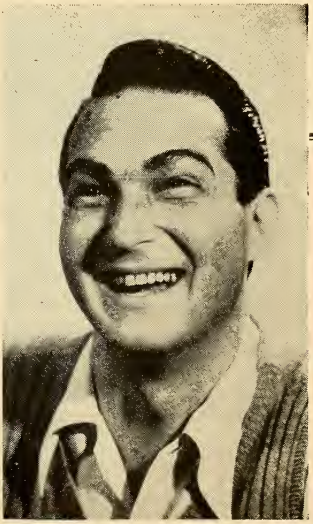
**ELLIOTT, BILL**
KERO, Bakersfield, Cal.
**ELLIOTT, BILL**
WNOE, New Orleans, La.
**ELLIOTT, KEN**
WNOE, New Orleans, La.
**ELLIS, DICK**
KTFS, Texarkana, Tex.
**ELLIS, HAROLD**
KOLT, Scottsbluff, Neb.
**ELLISON, JACK**
KMED, Medford, Ore.
**ELM, ROGER E.**
WSBR, Superior, Wis.
**ELMONN, ART**
WEAV, Plattsburg, N. Y.
**EMERICK, BOB**
WOR, New York, N. Y.
**EMERSON, BILL**
KXLL, Missoula, Mont.
**EMERY, RALPH**
KRKD, Los Angeles, Cal.
**EMRICH, AL**
KWLK, Longview, Wash.
**EMSLIE, CARL**
WTOL, Toledo, O.
**ENDERSBE, FRANK W.**
KWOA, Worthington, Minn.
**ENGLE, ROBERT**
KVOE, Santa Anna, Cal.
**ENO, JOHN**
WKBW, Buffalo, N. Y.
**ERDOSSY, WILLIAM**
WHP, Harrisburg, Pa.
**ERHARD, CHARLES**
WCPA, Clearfield, Pa.
**ERICKSON, ARCHIE**
KASA, Elk City, Okla.
**ERWIN, GEORGE**
KFJZ, Fort Worth, Tex.
**ERWIN, TOMMY**
KVOB, Alexandria, Pa.
**ETON, JERRY**
WRAL, Raleigh, N. C.
**EVANS, AL**
KCLA, Pine Bluff, Ark.
**EVANS, JOHN**
WMON, Montgomery, W. Va.
**EVANS, TOBY**
WCRA, Effingham, Ill.
**EWALD, BILL**
KABR, Aberdeen, S. Dak.
**EWING, BILL**
WPIT, Pittsburgh, Pa.
**EXFORD, DORR**
WACE, Chicopee, Mass.
**EYRE, ALFRED**
WTOR, Torrington, Conn.
**EYRICH, DICK**
WSIR, Winter Haven, Fla.

## —F—

**FABIAN, LOUIS**
WARC, Rochester, N. Y.
**FACENDA, FRANK**
WGH, Newport News, Va.
**FACENDA, JOHN**
WIP, Philadelphia, Pa.


**DICK DUNHAM**

Radio Registry: PL. 7-0700



**TONY MARVIN**
C.B.S.

**FAIRCHILD, CHUCK**
WBIX, Doylestown, Pa.
**FALLERT, RALPH**
WCAE, Pittsburgh, Pa.
**FALLON, JOHN H.**
KOCY, Oklahoma City, Okla.
**FARRAR, JACK**
KTFI, Twin Falls, Ida.
**FARRINGTON, FIELDEN**
Romance of Helen Trent
CBS
**FARRIS, GEORGE**
WVIM, Vicksburg, Miss.
**FARRIS, WAYNE**
WCLE, Clearwater, Fla.
**FEIN, MEL**
WGAT, Utica, N. Y.
**FELIX, JAMES**
WFIL, Philadelphia, Pa.
**FELIX, JIM**
WFIL-TV, Philadelphia, Pa.
**FENTON, WARD**
WBEN-TV, Buffalo, N. Y.
**FERGUSON, C. W., JR.**
WCOG, Greensboro, N. C.
**FERRIBY, ERNEST**
WHLS, Port Huron, Mich.
**FERRIE, ROBERT**
KITE, San Antonio, Tex.
**FERRIS, JOHN**
WVOM, Boston, Mass.
**FICKEN, NEAL**
WALT, Tampa, Fla.
**FIELD, TOM**
WNBK, Cleveland, O.
**FIELD, TOM**
WTAM, Cleveland, O.
**FIELDING, JULES**
WAGC, Chattanooga, Tenn.
**FINCH, HOWARD**
WJIM, Lansing, Mich.
**FINGER, HOWARD**
WSAM, Saginaw, Mich.
**FINN, MICHAEL**
WEOA, Evansville, Ind.
**FINNERTY, HUGH**
KBYE, Oklahoma City, Okla.
**FIRESTONE, LEN**
WEDO, McKeesport, Pa.
**FISCHLER, JOSEPH H.**
WHCU, Ithaca, N. Y.
**FISHEL, WILLIAM P.**
KSO, Des Moines, Ia.
**FISHELL, DOUGLAS**
KREO, Indio, Cal.
**FISHER, JACK**
KVEC, San Luis Obispo, Cal.
**FISHER, JERRY**
KRIO, McAllen, Tex.
**FISHER, LEWIS**
WINS, New York, N. Y.
**FISK, JIM**
KCKY, Coolidge, Ariz.
**FITZ, STEVE**
WSNY, Schenectady, N. Y.
**FITZPATRICK, JAMES**
WRAK, Williamsport, Pa.
**FITZSIMMONS, JIM**
KIND, Independence, Kans.
**FLANAGAN, PAUL**
WTRY, Troy, N. Y.
**FLANNIGAN, PAT**
WCAP, Asbury Park, N. J.
**FLEISCHMAN, DEAN**
WSPD, Sarasota, Fla.
**FLEMING, ED**
CBS
Our Gal Sunday
**FLEMING, TOM**
WSPA, Spartanburg, S. C.
**FLETCHER, THOMAS**
WHK, Cleveland, O.
**FLETCHER, WARREN**
KUTA, Salt Lake City, Utah
**FLYNN, HOWARD**
KMPC, Los Angeles, Cal.
**FORBES, BOB**
WJMX, Florence, S. C.
**FORD, BILL**
WKCT, Bowling Green, Ky.
**FORDYCE, JERRY**
WGRC, Louisville, Ky.
**FORMAN, WIN**
WARM, Scranton, Pa.
**FORNEY, JOHN**
WAPI, Birmingham, Ala.
**FORSTER, ROGER**
WEOA, Evansville, Ind.
**FORSYTHE, LARRY**
KOIL, Omaha, Neb.
**FOSTER, BOB**
WGNH, Gadsden, Ala.
**FOSTER, JOHN**
WBAX, Wilkes-Barre, Pa.
**FOSTER, MARK**
WMBH, Joplin, Mo.
**FOSTER, TERRY**
WHBL, Sheboygan, Wis.
**FOULKES, TOM**
KSWS, Roswell, N. Mex.
**FOUTS, JIM**
WKAX, Birmingham, Ala.
**FOWLER, BILL**
WGPC, Albany, Ga.
**FOWLER, J. B.**
WNGO, Mayfield, Ky.
**FOWLER, JIM**
WGPC, Albany, Ga.


HUGH JAMES

NBC
•
NBT
•
CBS
•
WABD

PL. 7-0700

DON HANCOCK

PL. 7-0700

**FOWLER, WALTER**
WWNS, Statesboro, Ga.
**FOX, ALDEN L.**
WHLD, Niagara Falls, N. Y
**FOX, GARY**
KILO, Grand Forks, N. Dak.
**FOX, MICKEY**
WBMD, Baltimore, Md.
**FRANCIS, E. R.**
KHBG, Okmulgee, Okla.
**FRANK, ALLAN**
KDYL, Salt Lake City, Utah
**FRANK, DON**
WPEN, Philadelphia, Pa.
**FRANK, PAUL B.**
WHKC, Columbus, O.
**FRANKLIN, BOB**
KGW, Portland, Ore.
**FRANKLIN, BOB**
KSWM, Joplin, Mo.
**FRASER, GORDON**
Nancy Craig, Regular UN Commentator
ABC
**FRAZIER, HAL**
WMVA, Martinsville, Va.
**FREDERICK, DON**
WOR, New York, N. Y.
**FREDERICKS, DON**
KDSH, Boise, Ida.
**FREDERICKS, JACK**
WKAL, Rome-Utica, N. Y.
**FREDERICKSON, CARL**
WNHC-TV, New Haven, Conn.
**FREDERICSON, CARL**
WNHC, New Haven, Conn.
**FREED, ALA N**
WAKR, Akron, O.
**FREEMAN, CLAUD**
WMRC, Greenville, S. C.
**FREEMAN, PAUL**
KAFY, Bakersfield, Cal.
**FRENCH, JACK**
WJPS, Evansville, Ind.
**FRENCH, NED**
WLYN, Lynn, Mass.
**FREY, WILLIAM**
KATL, Houston, Tex.
**FRIBLEY, JOE**
WDSU-TV, New Orleans, La.
**FRISCH, BOB**
WMAW, Milwaukee, Wis.
**FROH, DAVE**
WLS, Lansing, Mich.
**FROHOCK, JOE**
WDHL, Bradenton, Fla.
**FRYE, MOSE**
KMUS, Muskogee, Okla.
**FRYERS, DON**
WTRY, Troy, N. Y.
**FULLER, BOB**
WKOX, Framingham, Mass.
**FULLER, CLAUDE**
KVAI, Amarillo, Tex.
**FULLER, JOE**
WHSC, Hartsville, S. C.
**FULLER, ROBERT E.**
WBKA, Brockton, Mass.
**FULMER, THURSTON**
WKOK, Sunbury, Pa.
**FULTON, BOB**
KELP, El Paso, Tex.
**FULTON, BOB**
WBUY, Lexington, N. C.
**FULTON, DON**
WHBS, Huntsville, Ala.
**FUNK, JACK**
KHMO, Hannibal, Mo.
**FURMAN, CHUCK**
WHBS, Huntsville, Ala.
**FURNO, PETER, JR.**
KIDO, Boise, Ida.
**FUSCO, DAN**
WKAL, Rome-Utica, N. Y.

## — G —

**GAINES, JERRY**
WPPA, Pottsville, Pa.
**GAINES, ZEKE**
WGAU, Athens, Ga.
**GALLANT, NORMAN**
WFAU, Augusta, Me.
**GALLOP, FRANK**
Family Hour (CBS); Milton Berle (NBC); Stella Dallas (NBC).
**GALLOS, JOHN**
KYSM, Mankato, Minn.
**GAMBLE, ROBERT**
KFOR, Lincoln, Neb.
**GAMBLE, RON**
WJR, Detroit, Mich.
**GANNON, MIKE**
WIS, Columbia, S. C.
**GARCIA, GENE**
WALT, Tampa, Fla.
**GARDNER, DON**
Monday Morning Headlines, News, Martin Agronsky, Gangbusters, ABC
**GARDNER, JACK**
KLAC, Los Angeles, Cal.
**GARDNER, MERVIN**
KWOA, Worthington, Minn.
**GARDNER, RUSSELL**
WPDX, Clarksburg, W. Va.
**GARNES, CLARENCE**
KRIG, Odessa, Tex.
**GARRETT, LEE**
WROV, Roanoke, Va.

*Richard Stark*

ROD O'CONNOR
RED SKELTON SHOW
DUFFY'S TAVERN SHOW
PEOPLE ARE FUNNY SHOW
*MOTION PICTURES*
"FULLER BRUSH MAN"
"SOUTHERN YANKEE"

**GARRETT, LeROY**
KLRA, Little Rock, Ark.

**GARY, ARTHUR**
Kenneth Banghart Newscast (WNBC); Bob Trout; Bill Stern's Sport Newsreel; D & H Miners (NBC); Camel Newsreel (NBC-TV).

**GARY, LEONARD**
KNGS, Hanford, Cal.

**GASTON, OTIS T.**
WKZO, Kalamazoo, Mich.

**GATES, JAMES**
WFBG, Altoona, Pa.

**GAYLE, BOB**
WROV, Roanoke, Va.

**GAYMAN, L. VAUGHN**
WKBB, Dubuque, Ia.

**GAYMAN, PARKER**
KFRC, San Francisco, Cal.

**GEARHART, VAL**
KCSB, San Bernardino, Cal.

**GEE, OLYN**
WDWD, Dawson, Ga.

**GEIS, ROBERT**
WRFD, Worthington, O.

**GENTRY, WILLIAM C.**
WCHV, Charlottesville, Va.

**GEORGE, TOM**
WDLP, Panama City, Fla.

**GERARD, GEORGE**
WPAY, Portsmouth, O.

**GERARD, WARREN**
WCAR, Pittsburgh, Pa.

**GERON, NORM**
WWSO, Springfield, O.

**GERRI, BILL**
WGAT, Utica, N. Y.

**GERVAIS, SIDNEY**
KATL, Houston, Tex.

**GIHORSE, LARRY**
WBET, Brockton, Mass.

**GIBBS, JOHN D.**
KQV, Pittsburgh, Pa.

**GIBNEY, HAL**
KNBH, Hollywood, Cal.

**GIBSON, DALLAS**
KMHT, Marshall, Tex.

**GIBSON, GERALD**
WJOY, Burlington, Vt.

**GIBSON, PHIL**
WMBD, Peoria, Ill.

**GILBERT, AL**
WIBA, Madison, Wis.

**GILBERT, LIVINGSTON**
WAVE, Louisville, Ky.

**GILL, DICK**
WHUN, Huntington, Pa.

**GILLEN, BOB**
KGFJ, Hollywood, Cal.

**GILLIS, BOB**
KXLL, Missoula, Mont.

**GILLIS, EARLE**
WHKC, Columbus, O.

**GILLIS, KOSS**
WRHP, Tallahassee, Fla.

**GILMAN, HAL**
WSLB, Ogdensburg, N. Y.

**GILMORE, ART**
Stars Over Hollywood, CBS; Point Sublime, Murder & Mr. Malone, ABC

**GILREATH, HOWARD C.**
WERD, Atlanta, Ga.

**GIROUX, LEE**
KGO, San Francisco, Cal.

**GITTINGS, JIM**
WHUN, Huntington, Pa.

**GLACY, ROBERT**
WKBW, Buffalo, N. Y.

**GLADDEN, BILL**
WAVE-TV, Louisville, Ky.

**GLEASON, BOB**
KNPT, Newport, Ore.

**GLEBA, TOM**
WCOL, Columbus, O.

**GLINES, BOB**
WVOM, Boston, Mass.

**GLOVER, WILLARD**
WMBS, Uniontown, Pa.

**GOBEN, BOB**
WSOY, Decatur, Ill.

**GOBURN, PAUL**
KLO, Ogden, Utah

**GOETZ, BILL**
WLOH, Princeton, W. Va.

**GOLIGHTLY, GROVER**
WSPA, Spartanburg, S. C.

**GOLLUB, MELVIN**
WNAR, Norristown, Pa.

**GOODING, KEN**
KRES, St. Joseph, Mo.

**GOODWIN, BILL**
NBC, Maxwell House Coffee Time, Burns & Allen

**GOODWIN, CARL**
KTHT, Houston, Tex.

**GOODWIN, GLENN**
KSO( Des Moines, Ia.

**GOODWIN, HAROLD**
KTBC, Austin, Tex.

**GORDON, BILL**
WOV, New York, N. Y.

**GORDON, DON**
WHAT, Philadelphia, Pa.

**GORDON, JACK**
WFUR, Grand Rapids, Mich.

**GORDON, JIM**
WNDR, Syracuse, N. Y.

JAY STEWART

Master-of-Ceremonies
"SURPRISE PACKAGE!"
A.B.C.

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Master-of-Ceremonies
"IT'S FUN TO BE YOUNG"
C.B.S.

•

Assisting
"TAKE IT OR LEAVE IT"
N.B.C.

HY
AVERBACH

THE BOB HOPE SHOW

**GORDON, WILLIAM**
WEAT, Lake Worth, Fla.
**GORMAN, JACK**
WSRS, Cleveland Hgts., O.
**GOSS, FRANK**
Hallmark Playhouse, Stars Over Hollywood, Old Gold Show, Fuller Paint News, CBS
**GOULD, DICK**
WLOW, Norfolk, Va.
**GOULDING, PHIL**
WMGM, New York, N. Y.
**GOWEN, PAUL**
WARK, Hagerstown, Me.
**GRAM, AL**
KXLR, No. Little Rock, Ark.
**GRAMER, BILL**
KUSN, San Diego, Cal.
**GRANT, BRUCE**
WHB, Kansas City, Mo.
**GRANT, FELIX**
WWDC, Washington, D. C.
**GRANT, FRED**
KBRC, Mount Vernon, Wash.
**GRANT, HOWARD**
WHOD, Homestead, Pa.
**GRANT, LLOYD**
WNAX, Yankton, S. Dak.
**GRANTHAM, DON**
WCRA, Effingham, Ill.

**GRAUER, BEN**
Announcer, radio, newsreels; b. Staten Island, N. Y.; CCNY, B.S. Degree; Home Is What You Make It (NBC); NBC Symphony of the Air; Jergens Journal with Walter Winchell (ABC); Chesterfield Supper Club (NBC); America United (NBC); News (NBC).

**GRAY, JACK**
WHOS, Decatur, Ala.
**GRAY, JIM**
WAIT, Chicago, Ill.
**GRAY, JOHN**
WGAT, Utica, N. Y.
**GRAY, MARTIN**
KTOP, Topeka, Kans.
**GRAYSON, MEL**
WSSV, Petersburg, Va.
**GREAVES, GRANT**
KYNO, Fresno, Cal.
**GREEN, HAROLD**
WFVA, Fredericksburg, Va.
**GREEN, MILTON**
WFNC, Fayetteville, N. C.
**GREEN, ROBERT**
WMMT, McMinnville, Tenn.
**GREENE, FRED**
WHGB, Harrisburg, Pa.
**GREER, JAMES**
KTXL, San Angelo, Tex.
**GRESHAM, TOM**
KWSL, Lake Charles, La.
**GREY, MITCHELL**
WJPA, Washington, Pa.
**GRIBBLE, STAN**
KGNO, Dodge City, Kans.
**GRIFFIN, BOBBY**
WHO, Des Moines, Ia.
**GRIFFIN, WAYNE**
WENR-TV, Chicago, Ill.
**GRIFFITH, CHARLES**
WTAD, Quincy, Ill.
**GRIFFITH, JIM**
KFDM, Beaumont, Tex.
**GRIFFITH, LES**
Elmer Davis, Abbott & Costello, Counterspy
ABC

**GRIFFITHS, BILL**
WKRT, Cortland, N. Y.
**GRIGGS, NELSON**
WQQW, Washington, D. C.
**GRISWOLD, JACK**
WCSS, Amsterdam, N. Y.
**GROHMAN, JAMES**
WFPG, Atlantic City, N. J.
**GROPER, HAL**
WRUN, Utica, N. Y.
**GROVE, JERRY**
WWNY, Schenectady, N. Y.
**GROVES, GERRY**
KURV, Edinburg, Tex.
**GUERRERO, MAXIMO**
KTXL, San Angelo, Tex.
**GUILQUIST, RALPH**
KOTA, Rapid City, S. Dak.
**GULLHUR, DON**
KSAM, Huntsville, Tex.
**GUNDERSON, LEE**
KGDE, Fergus Falls, Minn.
**GUNN, GEORGE**
Dick Tracy, ABC
**GUSTAFSON, RODGER**
WEBR, Buffalo, N. Y.
**GUTTERY, WILLIAM**
KSWI, Council Bluffs, Ia.
**GWYN, BOB**
KVET, Austin, Tex.

**— H —**

**HAAS, CLAIR**
WNDB, Daytona Beach, Fla.
**HAASER, CHARLES**
WMAS, Springfield, Mass.
**HAASM, HAROLD H.**
KENO, Las Vegas, Nev.
**HAWFNER, GEORGE**
WHAM, Rochester, N. Y.


DICK WILLARD

*Announcer*

"Martha Deane Show"

* *

"6 O'Clock News"

* *

"8 O'Clock News"

* *

WOR



LEN STERLING

• Announcer

• Narrator

• Emcee

Available for all Networks

PL. 7-0700

**HAGAN, STAN**
KANS, Wichita, Kans.
**HAGGATT, JERRY**
WTCJ, Tell City, Ia.
**HAGGERTY, FRED**
WFPG, Atlantic City, N. J.
**HAINES, PHIL**
WTRC, Elkhart, Ind.
**HALEY, TOM**
WNBK, Cleveland, O.
**HALL, CARL**
WQAM, Miami, Fla.
**HALL, NELSON**
KALL, Salt Lake City, Utah

**HALL, RADCLIFFE**
Announcer; NBC Television Newsreel, Camel Newsreel, Ivan Sanderson's Natural Treasures, Want Ad Ventures, WNBT, NBC-TV; NBC Public Affairs (NBC); Narrator for Numerous Commercial and Industrial Films; ET series for A & P.

**HALLECK, MARK**
WLEX, Lexington, Ky.
**HALLGREN, BOB**
WDLB, Marshfield, Wis.
**HALLOCK, MEL**
WMT, Cedar Rapids, Ia.
**HALLWOOD, DICK**
WBBC, Flint, Mich.
**HALYARD, O. C.**
WVLK, Lexington, Ky.
**HAMILTON, BILL**
NBC
"Cavalcade of America"

**HAMILTON, GENE**
Concert Commentator, Announcer, Director; b. Feb. 22, 1919, Toledo, O.; "Carnegie Hall" concerts, Boston Symphony; Professor Quiz; Breck Beautiful Music Concerts; News and Sports for Bethlehem Steel; News Reporter; White Rose Trio.

**HAMILTON, JOE**
WLBJ, Bowling Green, Ky.
**HAMILTON, WARD**
WWNY, Watertown, N. Y.
**HAMM, RENE**
KAMD, Camden, Ark.
**HANCOCK, CHARLES**
KTHT, Houston, Tex.

**HANCOCK, DON**
(Hancock, Donald T.); Announcer; b. Linwood, Ind., Oct. 10, 1910; Ind. Central Coll., AB; Harvest of Stars; Life Can Be Beautiful (NBC); Jack Smith Show; CBS News (CBS-TV); Perry Mason (CBS); Famous Jury Trials; Vox Pop; Original Amateur Hour; Party Time; Stop the Music (ABC); Lanny Ross Show (NBC-TV).

**HANCOCK, JOHN**
WKTY, LaCrosse, Wis.
**HANNAH, BOB**
WKAT, Miami Beach, Fla.

**HANNES, ARTHUR R.**
Announcer, Narrator, Special Events, News, Television; b. Newport, Ky., July 28, 1920; Ed. St. Bonaventure College; CBS News Correspondent with Byrd Antarctic Expedition (1946-47); CBS Staff Announcer

**HANSEN, BOB**
KTRI, Sioux City, Ia.
**HANSEN, DON**
WEXL, Royal Oak, Mich.
**HANSON, HARLEY**
KOTA, Rapid City, S. Dak.
**HANSON, ROY**
WWDC, Washington, D. C.
**HANSTROM, ART**
WFRL, Freeport, Ill.
**HARBER, JACK**
KSMI, Seminole, Okla.
**HARDING, JIM**
KCSB, San Bernardino, Cal.
**HARGREAVES, BERNARD C.**
WENY, Elmira, N. Y.
**HARLAND, CLEM**
WGRD, Grand Rapids, Mich.
**HARMON, MERLE**
KSFT, Trinidad, Colo.
**HARNISH, ROBERT**
WLAN, Lancaster, Pa.
**HARPEL, BILL**
KMPC, Los Angeles, Cal.
**HARPER, HUGH**
WKZO, Kalamazoo, Mich.
**HARPER, JOHNNY**
WWRL, New York, N. Y.
**HARPER, JOSEPH**
WHP, Harrisburg, Pa.
**HARPRING, JAMES**
WPFB, Middletown, O.
**HARRELL, BILL**
KVOP, Plainview, Tex.

**HARRICE, CY**
Announcer; b. March 1, 1915, Chicago, Ill.; Northwestern Univ., B.S.; Radio Readers Digest; Big Story; Quick As A Flash; Sherlock Holmes; Portia Faces Life.


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**HARRIEE, DAVID**
WNHC, New Haven, Conn.
**HARRIER, BOYD**
WSAP, Portsmouth, Va.
**HARRINGTON, BOB**
WHPE, High Point, N. C.
**HARRIS, BOB**
KFRE, Fresno, Cal.
**HARRIS, CHARLIE**
WJHP, Jacksonville, Fla.
**HARRIS, HERBERT J.**
WERD, Atlanta, Ga.
**HARRIS, JOHN**
KDWT, Stamford, Tex.
**HARRIS, LLOYD**
WMAZ, Macon, Ga.
**HARRIS, ROBERT**
KWRO, Coquille, Ore.
**HARRIS, TOM**
WHUB, Cookeville, Tenn.
**HARRIS, WILLIAM G.**
WBHP, Huntsville, Ala.
**HARRISON, JACK**
WLAV, Grand Rapids, Mich.
**HARRISON, JOHN D.**
KTOW, Oklahoma City, Okla.
**HARSHAW, DICK**
WISE, Asheville, N. C.
**HARTLEY, JAMES A.**
WGGA, Gainesville, Ga.
**HARTZELL, RICHARD F., JR.**
WBPZ, Lock Haven, Pa.
**HARVEY, NEAL**
WFIL-TV, Philadelphia, Pa.
**HARVEY, TOM**
WVCH, Chester, Pa.
**HART, JOHN**
WLLH, Lowell, Mass.
**HASSETT, BUZZ**
KCRG, Cedar Rapids, Ia.
**HASSING, DOUGLAS**
WMGY, Montgomery, Ala.
**HATCHER, JACK**
WOOF, Dothan, Ala.
**HATHORN, ROGER**
KWSL, Lake Charles, La.
**HATTER, WALLY**
KGB, San Diego, Cal.
**HATTON, DICK**
WJW, Cleveland, O.
**HAVRILLA, ALOIS**
WNJR, Newark, N. J.
**HAWLEY, DICK**
WSGN, Birmingham, Ala .
**HAWLEY, GEORGE**
WVOK, Birmingham, Ala.
**HAYES, GEORGE**
Coffee Concert
ABC
**HAYES, TOM**
WMAK, Nashville, Tenn.
**HAYNES, BOB**
KCBQ, San Diego, Cal.
**HAYWARD, BOB**
KVI, Tacoma-Seattle, Wash.
**HAYWARD, JACK**
WINK, Fort Myers, Fla.
**HEADY, WAYNE**
KTOP, Topeka, Kans.
**HEALY, DANIEL**
WBRK, Pittsfield, Mass.
**HEALY, DEAN**
KEEN, San Jose, Cal.
**HEALY, NAUM**
KAFY, Bakersfield, Cal.
**HEARLE, PERCY**
WGST, Atlanta, Ga.

**HERLIHY, ED**
(Herlihy, Edward J.); Announcer, MC, Commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A.; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator — Universal Newsreels; Honeymoon in N. Y.; Kraft Television Theater; The Hartmans (NBC-TV): Act It Out; Here's Herlihy (WNBT).

**HEATH, DON**
WREN, Topeka, Kans.
**HEATH, HAROLD**
WOC, Davenport, Ia.
**HECKMAN, FRED**
WTUX, Wilmington, Del.
**HEISS, BOB**
WTMJ, WTMJ-TV, Milwaukee, Wis.
**HELLER, BOB**
KVET, Austin, Tex.
**HELLING, JACK**
KTLN, Denver, Colo.
**HELLYER, ART, JR.**
WISN, Milwaukee, Wis.
**HEMENWAY, STAN**
KXYZ, Houston, Tex.
**HENDERSON, MAX**
WTCN, Minneapolis-St. Paul, Minn.
**HENDRICKS, RICK**
KRNO, San Bernardino, Cal.
**HENDRY, JOHN**
KSEK, Pittsburg, Kans.
**HENLEY, QUITMAN**
WLCS, Baton Rouge, La.
**HENNESEY, JIM**
KXOK, St. Louis, Mo.
**HENNESY, TOM**
WGAC, Augusta, Ga.
**HENNIG, HAROLD**
WABY, Albany, N. Y.
**HENRY, DICK**
WOOD, Grand Rapids, Mich.
**HENTOFF, NATHAN**
WMEX, Boston, Mass.
**HENRICKSON, LES**
WCON, Atlanta, Ga.
**HENRY, BILL**
WDAK, Columbus, Ga.
**HENRY, JOAN**
WDAN, Danville, Ill.

**HERLIHY, ED**
(Herlihy, Edward J.); Announcer, MC, commentator; b. Boston, Mass., Aug. 14, 1911; Boston Coll., B.A. Degree; Hildegarde; Romberg; Cavallaro; Kraft Music Hall; Children's Hour; One O'Clock Sunday News with Ed Herlihy; Commentator-Universal Newsreels; Honeymoon in N. Y.

**HERMAN, CHARLES**
WLAV, Grand Rapids, Mich.
**HERNANDEZ, PATSY**
WFOY, St. Augustine, Fla.
**HERRINGTON, HUGH**
KPBX, Beaumont, Tex.
**HESINGTON, CHUCK**
KWTO, Springfield, Mo.
**HESTER, JEFF**
WSLI, Jackson, Miss.
**HETHERINGTON, KEITH**
KTLA, Los Angeles, Cal.
**HICKERSON, TOM**
WKBS, Oyster Bay, N. Y.
**HICKEY, WILLIAM**
WMNB, North Adams, Mass.
**HICKMAN, BRUCE**
WPIC, Sharon, Pa.
**HICKOK, BILL**
WXKW, Albany, N. Y.
**HICKS, BOB**
KANS, Wichita, Kans.
**HICKS, JOHN**
KEPO, El Paso, Tex.
**HICKS, JOHN**
WTAM, Cleveland, O.
**HIGDON, MAURICE**
WBCC, Bethesda-Chevy Chase, Md.
**HIGGINS, HAROLD**
WROB, West Point, Miss
**HIGGINS RICHARD**
WSYB, Rutland, Vt.
**HILL, BILL**
KUSN, San Diego, Cal.
**HILL, EDWARD**
WBNX, New York, N. Y.
**HILL, FRED, JR.**
WMAZ, Macon, Ga.
**HILL, HAROLD**
WAPF, McComb, Miss.
**HILL, HOLLIS W.**
KOBE, Las Cruces, N. Mex.
**HILL, JOE**
WKTG, Thomasville, Ga.
**HILL, ROY**
WDSU, New Orleans, La.
**HILL, TED**
KUOA, Siloam Springs, Ark.
**HILL, WILLIAM**
WKRG, Mobile, Ala.
**HILLE, BOB**
KXOK, St. Louis, Mo.
**HINDMAN, BILL**
WCOL, Columbus, O.
**HINDS, WILLIAM T.**
KDKA, Pittsburgh, Pa.
**HINKLE, CHARLES J.**
WVVW, Fairmont, W. Va.
**HINKLE, ED**
WTOM, Bloomington, Ind.
**HINSON, JAMES R.**
WRON, Ronceverte, W. Va.
**HITCHCOCK, JACK**
KCOL, Fort Collins, Colo.
**HITCHCOCK, ROBERT V.**
WTOR, Torrington, Conn.
**HODGE, RUSSELL J.**
WMC, Memphis, Tenn.
**HODGES, JOHN**
KXOX, Sweetwater, Tex.
**HOFFPAUIR, J. C.**
KSIG, Crowley, La.
**HOGAN, GEORGE**
WOR, New York, N. Y.
**HOGAN, JAY**
KRLD, Dallas, Tex.
**HOGAN, WILLIS C.**
WSTS, Southern Pines, N. C.
**HOLDEN, JACK**
WLS, Chicago, Ill.
**HOLLAND, BILL**
WNVA, Norton, Va.
**HOLLANDSWORTH, DENNIS**
WWNR, Beckley, W. Va.
**HOLLER, CARL**
WITZ, Jasper, Ind.
**HOLLEY, KNOX**
WHAL, Shelbyville, Tenn.
**HOLLEY, WAKEFIELD**
WKY, Oklahoma City, Okla.
**HOLLIS, STEVE**
WBNX, New York, N. Y.
**HOLMAN, KNOX**
WSFA, Montgomery, Ala.
**HOLMES, MILT**
WHAT, Philadelphia, Pa.
**HOORER, DON**
KIUP, Durango, Colo.
**HOOVER, CORKY**
WJIG, Tullahoma, Tenn.
**HOPE, ROBERT M.**
WCOS, Columbia, S. C.
**HOPE, WINKIE**
WTAR, Norfolk, Va.
**HOPPE, HENRY**
WUSN, Charleston, S. C.
**HOPPE, MYRON**
WEEK, Peoria, Ill.
**HORTON, BOB**
WKTM, Mayfield, Ky.

**HORTON, DON**
WVLK, Versailles, Lexington, Ky.
**HOWARD, BEREL**
WAVZ, New Haven, Conn.
**HOWARD, BILL**
WWOD, Lynchburg, Va.
**HOWARD, CHRIS**
KHUM, Eureka, Cal.
**HOWARD, DALE**
KVOX, Moorhead, Minn.
**HOWARD, PAUL**
WTRF, Bellaire, O.
**HOWARD, ROY**
KIOA, Des Moines, Ia.
**HOWARD, NED**
WFAA, Dallas, Tex.
**HOWELL, WAYNE**
NBC
**HOWRIGAN, CAL**
WTYS, Marianna, Fla.
**HOWZE, BILL**
KDWT, Stamford, Tex.
**HUBBARD, HENTY M.**
KVOA, Tuscon, Ariz.
**HUBLEY, LESLIE**
WRDO, Augusta, Me.
**HUBER, FRANK**
WEKR, Fayetteville, Tenn.
**HUFF, OSCAR**
WLAP, Lexington, Ky.
**HUFF, ROD**
WPLH, Huntington, W. Va.
**HUFFACHER, DON**
KWYO, Sheridan, Wyo.
**HUGHES, CHARLES**
WJPF, Herrin, Ill.
**HUGHES, CHARLIE**
WBAC, Cleveland, Tenn.
**HUGHES, HUGH**
WFUN, Huntsville, Ala.
**HUGHES, PAUL**
KTAR, Phoenix, Ariz.
**HUGHES, TOM**
WSLS, Roanoke, Va.
**HULL, CHARLES**
KPAS, Banning, Cal.
**HULL, DICK**
WFRP, Savannah, Ga.
**HULL, MARVIN**
KFMB, San Diego, Cal.
**HUMPHREY, GEORGE**
KDB, Santa Barbara, Cal.
**HUNDLEY, EARL**
WLPM, Suffolk, Va.
**HUNT, GLENN**
WOAI, San Antonio, Tex.
**HUNTER, AL**
KFMB, San Diego, Cal.
**HUNTER, GEORGE**
WWJ, Detroit, Mich.
**HUNTER, TODD**
WISE, Asheville, N. C.
**HURD, JOE**
WJR, Detroit, Mich.
**HURST, WILSON**
KTHS, Hot Springs, Ark.
**HUSEBY, LARRY**
KVI, Tacoma-Seattle, Wash.
**HUSON, PAT**
KFOX, Long Beach, Cal.
**HUTCHINGS, ROBERT**
WXGI, Richmond, Va.
**HUTCHINSON, RAYMOND L.**
WARL, Arlington, Va.
**HUTTON, JOHN**
WMIK, Middlesboro, Ky.
**HUXLEY, KEITH**
WCRK, Morristown, Tenn.

## —I—

**IDE, CARL**
WNJR, Newark, N. J.
**INGSTAD, BOB**
KOVC, Valley City, N. Dak.
**INGWERSEN, RICHARD**
KOLT, Scottsbluff, Neb.
**IRISH, JACK**
WDOD, Chattanooga, Tenn.
**IRWIN, PHIL**
KGW, Portland, Ore.
**IVEY, GIBSON**
WLAQ, Rome, Ga.

## —J—

**JACK, LOWELL**
WBUR, Burlington, Ia.
**JACKSON, BILL**
KGBC, Galveston, Tex.
**JACKSON, BILL**
WGTM, Wilson, N. C.
**JACKSON, CLIFF**
WBSR, Pensacola, Fla.
**JACKSON, LEE**
WMIX, Mt. Vernon, Ill.
**JACKSON, WALKER**
WBSC, Bennettsville, S. C.
**JACKSON, WILL**
WEAU, Eau Claire, Wis.
**JACOBS, DAVE**
WSID, Baltimore, Md.
**JACOBSON, DICK**
KOPP, Ogden, Utah
**JACOBSON, TOM**
KMON, Great Falls, Mont.
**JACKSON, SANDY**
KBON, Omaha, Neb.
**JAFFE, SID**
WNHC-TV, New Haven, Conn.
**JAMES, BILL**
WHDF, Houghton, Mich.

**JAMES, DENNIS**
Announcer, Emcee, Sportscaster; b. Jersey City, N. J., Aug. 24, 1917; ed. Theater School of Dramatic Arts & Radio; St. Peters College, B. S.; Bob Hawk Show (CBS); Can You Top This?; Song of the Stranger; Lawyer Q; Television—Cash & Carry; Sportscaster (Boxing, Wrestling); Okay Mother; Old Go!d Amateur Hour (WABD).

**JAMES, HUGH**
(McIlrevey, Hugh J.); Announcer, Narrator; b. New York, N. Y., Oct. 13, 1915; NYU, U. of Pa., George Washington U.; Voice of Firestone; A House in the Country; When a Girl Marries; Sunoco 3 Star Extra (NBC); Telenewsreel (WABD); Second Mrs. Burton; Wendy Warren & The News (CBS); True Detective Mysteries (MBS); Special Assignment, Press Assoc.

**JAMES, LLOYD**
KLIX, Twin Falls, Ida.
**JAMES, RALPH**
KROY, Sacramento, Cal.
**JANSEN, LEIF**
WDRC, Hartford, Conn.
**JARRETT, SCOTT**
WRVA, Richmond, Va.
**JAY, BILL**
WNOX, Knoxville, Tenn.
**JAY, GEORGE**
KWIK, Burbank, Cal.
**JELLISON, WILLIAM**
WFTW, Fort Wayne, Ind.
**JENKINS, ROBERT E.**
KYAK, Yakima, Wash.
**JENNINGS, AL.**
WCCP, Savannah, Ga.
**JENSEN, PAUL**
KOLN, Lincoln, Neb.
**JENSEN, RAN**
WIKB, Iron Mountain, Mich.
**JESSE, BLAIR**
WROM, Rome, Ga.
**JESSEN, DICK**
WMCK, McKeesport, Pa.
**JOBES, JIMMIE**
KHOZ, Harrison, Ark.
**JOHN, DICK**
KAKC, Tulsa, Okla.
**JOHNSON, BILL**
WLAC, Nashville, Tenn.
**JOHNSON, BILL**
WTAR, Norfolk, Va.
**JOHNSON, BOB**
WCMW, Canton, O.
**JOHNSON, CULLEN**
WRAL, Raleigh, N. C.
**JOHNSON, DUANE**
KCOY, Santa Maria, Cal.
**JOHNSON, GLEN**
WTJS, Jackson, Tenn.
**JOHNSON, LOUIS**
KFPW, Fort Smith, Ark.
**JOHNSON, OSSIE**
KSEK, Pittsburg, Kans.
**JOHNSON, ROBERT**
KFOR, Lincoln, Neb.
**JOHNSON, RODNEY F.**
KPDQ, Portland, Ore.
**JOHNSON, WARREN**
WCMI, Ashland, Ky.
**JOHNSTON, JOHNNY**
WKAT, Miami Beach, Fla.
**JOHNSTON, KEN**
WCED, Dubois, Pa.
**JOHNSTON, WILLIAM**
WRHI, Rock Hill, S. C.
**JONES, ART**
WKOX, Framingham, Mass.
**JONES, BILL**
WMAW, Milwaukee, Wis.
**JONES, BOB**
KDAC, Fort Bragg, Cal.
**JONES, EUGENE**
KJSK, Columbus, Neb.
**JONES, GEORGE**
KCLA, Pine Bluff, Ark.
**JONES, JAMES**
WHLS, Port Huron, Mich.
**JONES, LEN**
WDNC, Durham, N. C.
**JONES, MAL**
WAPF, McComb, Miss.
**JONES, PAUL**
WLW, Cincinnati, O.
**JONES, ROBERT**
KFRU, Columbia, S. C.
**JONES, ROBERT L.**
WSPR, Springfield, Mass.
**JONES, ROD**
WJNC, Jacksonville, N. C.
**JONES, ROYCE**
WDWD, Dawson, Ga.
**JORDAN, FRANK**
WRNY, Rochester, N. Y.
**JORDAN, MURRAY**
WLIB, New York, N. Y.
**JOY, DICK**
Adventures of Sam Spade
CBS
**JOYCE, FRANK**
KCBD, Lubbock, Tex.
**JOYCE, JOHNNY**
WPAQ, Mt. Airy, N. C.
**JUNKE, CARL**
WDSU-TV, New Orleans, La.

## —K—

**KADELL, CARLTON**
Amos 'n' Andy
CBS
**KAIMAN, LAMBERT**
KMOX, St. Louis, Mo.
**KAISER, LOUIS**
WPIK, Alexandria, Va.
**KALLAY, ED**
WAVE-TV, Louisville, Ky.

**KARLETON, JERRY**
KGCX, Sidney, Mont.
**KARRENBAR, WILLIAM**
WHBC, Canton, O.
**KAUFMAN, AL**
KCOR, San Antonio, Tex.
**KAUFMAN, ARNOLD**
WMBM, Miami Beach, Fla.
**KAY, BOB**
WAVE, Louisville, Ky.
**KAY, WALTER**
WJW, Cleveland, O.
**KEA, FRED**
WTOC, Savannah, Ga.
**KEARBEY, BYRON, JR.**
KWOC, Poplar Bluff, Mo.
**KEARNEY, GERALD**
WFEA, Manchester, N. H.
**KEARNS, ROY**
WKY, Oklahoma City, Okla.
**KEATING, LARRY**
First Nighter
CBS
This Is Your FBI
ABC

## KEECH, KELVIN
(ABC)

**KEENE, BILL**
KBOL, Boulder, Colo.
**KEESE, KEN**
WDOD, Chattanooga, Tenn.
**KEHOE, JACK**
KOLO, Reno, Nev.
**KEISTER, STAN**
KMHT, Marshall, Tex.
**KEITH, LARRY F.**
WTNB, Birmingham, Ala.
**KEITH, FRANCIS**
WXLW, Indianapolis, Ind.
**KELLEHER, PHIL**
WQAM, Miami, Fla.
**KELLER, O. J., Jr.**
WTAX, Springfield, Ill.
**KELLEY, PAT**
WSFQ, Somerset, Ky.
**KELLY, DAN**
WRDO, Augusta, Me.
**KELLY, FRANK**
KWEM, West Memphis, Ark.
**KELLY, PAUL**
WDHL, Bradenton, Fla.
**KELLY, TOM**
WJMS, Ironwood, Mich.
**KEMBER, ROBERT S.**
KSGM, Ste. Genevieve, Mo.
**KEMP, JIM**
KTKN, Ketchikan, Alaska
**KEMPER, LOU**
WHB, Kansas City, Mo.
**KENDALL, BILL**
KHBC, Hilo, T. H.
**KENDALL, GEORGE**
WJLB, Detroit, Mich.
**KENDRICK, JIM**
KMA, Shenandoah, Ia.
**KENDRICK, LEWIS**
WJLD, Bessemer, Ala.
**KENNEDY, FORD**
WOOD, Grand Rapids, Mich.
**KENNEDY, HERB**
KSFO, San Francisco, Calif.
**KENNEDY, JOHN MILTON**
Lux Radio Theater
CBS
**KENNEDY, LOU**
WORZ, Orlando, Fla.
**KENNEDY, RAY**
WRVA, Richmond, Va.
**KENNEDY, TOM**
WGAY, Silver Rapids, Md.
**KENNEY, JACK**
WDLB, Marshfield, Wis.
**KENT, FRANK**
WPEN, Philadelphia, Pa.
**KENT, TONY**
KSBW, Salinas, Calif.
**KENYON, CHRIS**
KWFT, Wichita Falls, Tex.
**KERN, BRUCE**
WTIC, Hartford, Conn.
**KERN, DON**
WDIA, Memphis, Tenn.
**KEPHER, RAYMOND C.**
KTRC, Santa Fe, N. Mex.
**KERR, DON**
WATV, Newark, N. J.
**KESTER, HOWARD**
WKBS, Oyster Bay, N. Y.
**KETTLE, GEORGE**
KGIW, Alamosa, Colo.
**KIDD, LEE**
KNPT, Newport, Ore.
**KIELTY, KEN**
WSAC, Columbus, Ga.
**KIENZLE, GEORGE**
WLAN, Lancaster, Pa.
**KIKER, PETE**
WADE, Wadesboro, N. C.
**KILGORE, BOB**
WRUN, Utica, N. Y.
**KILGORE, BOB**
WRUN, Utica, N. Y.
**KILLIAN, MAX**
WGRV, Greenville, Ten.
**KILMER, BILL**
WHO, Des Moines, Ia.
**KILMER, KEN**
KXEL, Waterloo, Ia.
**KIMBRO, BOB**
WLEX, Lexington, Ky.
**KINDER, RICHARD**
WKDK, Newberry, S. C.
**KING, CARL**
WNEW, New York, N. Y.
**KING, CHARLES**
WKAL, Rome-Utica, N. Y.
**KING, DEL**
Mary Lee Taylor
CBS
**KING, FULTON A.**
WTON, Staunton, Va.
**KING, HAL**
WJVB, Jacksonville Beach, Fla.
**KING, JOE**
Pause That Refreshes
Mr. and Mrs. North
CBS

## KING, JOSEPH M.

(Joe King); Announcer; b. Birmingham, Ala., Sept. 20, 1915; Howard College; Songs by Morton Downey, Claudia, The Pause that Refreshes, Mr. & Mrs. North.

**KING, LANE B.**
KBLF, Red Bluff, Calif.
**KING, MEL**
KGCX, Sidney, Mont.
**KING, PAUL**
KXOB, Stockton, Calif.
**KING, PAUL**
WAOV, Vincennes, Ind.
**KING, ROBERT**
WMOH, Hamilton, O.
**KING, WALLACE**
WATR, Waterbury, Conn.
**KINGSLEY, DON**
KSJB, Jamestown, N. Dak.
**KIRBY, BILL**
WJOC, Jamestown, N. Y.
**KIRBY, DURWARD**
Here's To You
CBS
**KIRBY, GENE**
George Sokolsky
Town Meeting
ABC
**KISER, JIMMY**
WSOC, Charlotte, N. C.
**KISTER, GEORGE**
KMMJ, Grand Island, Neb.
**KISTLER, GLEASON**
WKBB, Dubuque, Ia.
**KITTELL, CLYDE**
NBC
WNBC
**KITTLESON, CURT**
KXLF, Butte, Mont.
**KLAR, ROBERT**
WRTA, Altoona, Pa.
**KLEMP, LLOYD**
KDAN, Oroville, Calif.
**KLINKERMAN, DALE**
KMAC, San Antonio, Tex.
**KLISE, ROD**
KHQ, Spokane, Wash.
**KNAPP, PAUL**
KWDM, Des Moines, Ia.
**KNIGHT, KEN**
WTCO, Campbellsville, Ky.
**KNIGHT, JACK**
WCOS, Columbia, S. C.
**KNOPKE, BILL**
WRUF, Gainesville, Fla.
**KNUTSEN, KARYL**
WDSM, Superior, Wis.
**KOELLING, DONALD**
KWPC, Muscatine, Ia.
**KOENIG, VERN**
KDTH, Dubuque, Ia.
**KOESTER, TONY**
KFBK, Sacramento, Calif.
**KOPP, JOE**
WOBT, Rhinelander, Wis.
**KOSTUCK, FRANK**
WTWT, Stevens Point, Wis.
**KOTEL, STAN**
WNVA, Norton, Va.
**KOVACIK, FRANK**
KMVI, Wailuku, Maui, T. H.
**KRAEHLIN, BUD**
WTCN, Minneapolis-St. Paul, Minn.
**KRAMER, BILL**
KRIG, Odessa, Tex.
**KRAMER, BILL**
WMMN, Fairmont, W. Va.
**KRAMER, JOE**
KIMO, Independence, Mo.
**KRANE, HARRY**
WHBY, Appleton, Wis.
**KRAUSE, BERNARD**
WGY, Schenectady, N. Y.
**KREEGER, JERRY**
WISL, Shamokin, Pa.
**KRENK, MARVIN**
KORE, Eugene, Ore.
**KRIEGEL, GILBERT**
WITH, Baltimore, Md.
**KRIEGHOFF, ROBERT**
WTOL, Toledo, O.
**KROHN, RAY**
KSOO, Sioux Falls, S. Dak.
**KRUYER, PAUL**
WSBT, South Bend, Ind.
**KUEHNER, EARL**
WIL, St. Louis, Mo.
**KURTZ, SPYKER**
WRAK, Williamsport, Pa.
**KUSHEL, MEL**
WSBA, York, Pa.
**KUZNITSOF, WILLIAM**
WLBJ, Bowling Green, Ky.

## — L —

**LABRANCHE, ERNEST**
WCCM, Lawrence, Mass.
**LACK, GORDON**
KPHC, Walsenburg, Colo.
**La COSTE, AL**
KONO, San Antonio, Tex.
**LAFFOON, HAROLD E.**
KSGN, Sanger, Calif.

**LAKE, ED**
WEAR, Pensacola, Fla.
**LAMB, ARTHUR**
WEAM, Arlington, Va.
**LAMB, JAY**
WRLD, West Point, Ga.
**LAMBERT, BILL**
KAKC, Tulsa, Okla.
**LAMBERT, ED**
WCAV, Norfolk, Va.
**LAMKIN, STEVE**
KVEC, San Luis Obispo, Calif.
**LAMUTIS, ALEX**
WGVA, Geneva, N. Y.
**LAND, CHARLES**
WTBF, Troy, Ala.
**LAND, ZACK**
WMAS, Springfield, Mass.
**LANDRY, JAMES**
WDSU, WDSU-TV, New Orleans, La.
**LANDSEADEL, ROBERT**
WKPA, New Kensington, Pa.
**LANE, HOMER**
KMHL, Marshall, Minn.
**LANG, BILL**
KRIC, Beaumont, Tex.
**LANG, BILL**
WMGM, New York, N. Y.
**LANGLEY, LAVALLE**
KAMD, Camden, Ark.
**LANE, ALAN**
WHUM, Reading, Pa.
**LANTZ, RICHARD**
WCCP, Savannah, Ga.
**LaPLANTE, ROY**
WPEN, Philadelphia, Pa.
**LARSON, DALE**
KIJV, Huron, S. Dak.
**LARSON, WAYNE**
WJAG, Norfolk, Neb.
**LASHER, SIDNEY**
WAGA, Atlanta, Ga.
**LASSITER, CHAD**
WDXI, Jackson, Tenn.
**LATIMER, TOM**
KLAC, Los Angeles, Cal.
**LAUGHNER, ROL**
KTAR, Phoenix, Ariz.
**LAUGHTER, HARVEY**
WNNC, Newton, N. C.
**LAUNER, ED**
KODY, North Platte, Neb.
**LAURENCE, JACK**
WSAP, Portsmouth, Va.
**LAVIGNE, RICHARD**
WHYN, Holyoke, Mass.
**LAWFORD, VIN**
WNLK, Norwalk, Conn.
**LAWRENCE, BOB**
KTFS, Texarkana, Tex.
**LAWRENCE, JAMES H.**
KID, Idaho Falls, Ida.

## LAWRENCE, TEDD

Announcer, Disc-Jockey, Sports Announcer; b. Miami, Fla., April 9, 1914; Swingtime Session; Robert Hall of Fame (WHN), New York, N. Y.

**LAWS, RAYMOND**
WHAM, Rochester, N. Y.
**LAWSON, BILL**
WPDX, Clarksburg, W. Va.
**LAWSON, JERRY**
WJOC, Jamestown, N. Y.
**LAY, ADRIAN**
WHOS, Decatur, Ala.
**LEAVITT, ART**
KDAC, Fort Bragg, Cal.
**LECIUS, EDWARD**
WOTW, Nashua, N. H.
**LEE, BILL**
WLAK, Lakeland, Fla.
**LEE, BRUCE**
WHIT, New Bern, N. C.
**LEE, CARROLL**
KWAK, Stuttgart, Ark.
**LEE, DICK**
WHFB, Benton Harbor, Mich.
**LEE, GIL**
KOOL, Phoenix, Ariz.
**LEE, TED**
WCPO, Cincinnati, O.
**LEE, TOM**
KDDD, Dumas, Tex.
**LEESDOM, DALE**
KGCU, Mandan, N. Dak.
**LEEFERS, BOB**
WMT, Cedar Rapids, Ia.
**LeFEVRE, BILL**
WFBR, Baltimore, Md.
**LEGGETT, PHIL**
WDNC, Durham, N. C.
**LEIGH, EDWARD**
WCHA, Chambersburg, Pa.
**LEIGHTEN, GEORGE**
WGLN, Glen Falls, N. Y.
**LEIGHTON, BEN**
KSTP-KSTP-TV, St. Paul-Minneapolis, Minn.
**LeMONT, CLEON**
KBOW, Butte, Mont.
**LEONARD, BUD**
WRBC, Jackson, Miss.
**LEONARD, HAL**
WIKK, Erie, Pa.
**LEONARD, JESSE**
KEX, Portland, Ore.
**LEONARD, VINCE**
WISH, Indianapolis, Ind.
**LePAGE, JEAN**
WMSA, Massena, N. Y.
**LERNER, SAUL**
WSLB, Ogdensburg, Pa.
**LESCH, GOMER**
WEBR, Buffalo, N. Y.
**LESLIE, JOHN**
WREX, Duluth, Minn.
**LESLIE, ROBERT**
WWJ, Detroit, Mich.
**LESTER, BILL**
KAY, Phoenix, Ariz.
**LeTOURNEAU, ARTHUR G.**
KIDO, Boise, Ida.
**LETSON, ED**
KSFO, San Francisco, Cal.
**LEVIN, ALLAN**
WHYN, Holyoke, Mass.
**LEVITAN, PHILIP**
WLBR, Lebanon, Pa.
**LEWIN, KERMIT**
WKWF, Key West, Fla.
**LEWIS, BILL**
WGNY, Newburgh, N. Y.
**LEWIS, CHARLES**
WWJ, Detroit, Mich.
**LEWIS, ED**
KFXJ, Grand Junction, Colo.
**LEWIS, FRANK T.**
WCLA, Baton Rouge, La.
**LEWIS, GEORGE**
WELI, New Haven, Conn.
**LEWIS, RALPH**
WTAD, Quincy, Ill.

## LEYDEN, BILL

Announcer, Disc Jockey; b. Chicago, Ill.; ed. Northwestern U.; De Paul Univ.; A Song For You; Music Hall; The Bill Leyden Show; KMPC; Television (KTLA).

**LIDDLE, BOB**
KHQ, Spokane, Wash.
**LIGGITT, PAUL T.**
WJBC, Bloomington, Ill.
**LILLARD, KEN**
KLBM, La Grande, Ore.
**LILLY, BOB**
KCRG, Cedar Rapids, Ia.
**LINCOLN, ED**
WNOK, Columbia, S. C.
**LIND, IRVING**
WHAR, Clarksburg, W. Va.
**LIND, ROY**
WKIX, Columbia, S. C.
**LINDBERG, WALTER**
KSST, Sulphur Springs, Tex.
**LINHART, RUSS**
WPGH, Pittsburgh, Pa.
**LINKOUS, MELVIN**
WSLS, Roanoke, Va.
**LIPSEY, JAMES M.**
KXRJ, Russellville, Ark.
**LITCHFIELD, ELMORE**
WFAK, Charleston, S. C.
**LITTLE, GEORGE**
WTSB, Lumberton, N. C.
**LIVINGSTONE, BOB**
WFTM, Maysville, Ky.
**LLOYD, TOM**
WSWN, Belle Glade, Fla.
**LOCKETT, FRED, JR.**
WETB, Johnson City, Tenn.
**LOCKHART, JOHN**
KPAS, Banning, Cal.
**LOCKWOOD, DON**
WAVR, Lockwood, Mont.
**LOFTIN, LEONARD**
WKNS, Kinston, N. C.
**LOGAN, JAMES**
WWCO, Waterbury, Conn.
**LOKEY, FRANK, JR.**
WORD, Spartanburg, S. C.
**LOLLAR, SAM D.**
WTJS, Jackson, Tenn.
**LONEGRAN, VINCE**
WDGY, Minneapolis, Minn.
**LONG, DICK**
KROD, El Paso, Tex.
**LONG, HARRY**
KVI, Tacoma-Seattle, Wash.
**LONG, JIM**
KKIN, Visalia, Cal.
**LONG, KENNETH B.**
WGAN, Portland, Me.
**LONG, PHIL**
WARL, Arlington, Va.
**LONG, RAY**
WGRV, Greeneville, Tenn.
**LONG, TED**
KCBD, Lubbock, Tex.
**LONGWELL, ROBERT**
WXYZ, Detroit, Mich.
**LOOPER, GENE**
KCBD, Lubbock, Tex.
**LORENZ, GEORGE**
WXRA, Buffalo, N. Y.
**LORIMER, DAVID**
WILE, Cambridge, O.
**LOTAS, JOHNNY**
WWRL, New York, N. Y.
**LOTHER, JOHN**
WERC, Erie, Pa.
**LOUDEN, VERN**
KROW, Oakland, Cal.
**LOUNSBURY, JIM**
WLEX, Lexington, Ky.
**LOWE, CRAIG**
WSGN, Birmingham, Ala.
**LOWE, DON**
Ethel & Albert, Headline Edition, Arthur Gaeth, ABC
**LOWE, JIMMY**
KXOL, Fort Worth, Tex.
**LOWERY, BILL**
WQXI, Atlanta (Buckhead), Ga.
**LOWERY, GIL**
WTYC, Rock Hill, S. C.
**LOY, WILLIAM**
WTBO, Cumberland, Md.
**LLOYD, MORTON**
WHAL, Shelbyville, Tenn.
**LUCAS, BEN**
WRGA, Rome, Ga.

**LUCE, DEAN**
WMAL-TV, Washington, D. C.
**LUDLAM, KENNEDY**
WRC, Washington, D. C.
**LUDLOW, DEAN J.**
KOVO, Provo, Utah
**LUDWIG, LYELL**
WFBM, Indianapolis, Ind.
**LUMPKIN, LEE**
WMFR, High Point, N. C.
**LUND, DAN**
WFRP, Savannah, Ga.
**LUND, ROGER**
WXRA, Buffalo, N. Y.
**LUNDEEN, DOUGLAS**
KYSM, Mankato, Minn.
**LUNDQUIST, VERNON**
WKGN, Knoxville, Tenn.
**LUPTON, JOHN W.**
WLAN, Lancaster, Pa.
**LYBECK, DEAN**
WJMC, Rice Lake, Wis.
**LYDICK, MILLER**
WJPA, Washington, Pa.
**LYNAGH, JIM**
WHGB, Harrisburg, Pa.
**LYNCH, RALPH**
KSFA, Nacogdoches, Tex.
**LYNN, BOB**
WIOD, Miami, Fla.
**LYNN, DAVID**
WGAP, Maryville, Tenn.
**LYONS, JACK**
KCKY, Coolidge, Ariz.
**LYONS, TOM**
WGRY, Greeneville, Tenn.

## — Mc —

**MacCORMACK, MALCOLM**
WBZ - WBZA, Boston - Springfield, Mass.
**MacDONALD, ARCH**
WBZ-TV, Boston, Mass.
**MacDONALD, ARCH**
WBZ - WBZA, Boston - Springfield, Mass.
**MacDONALD, KEN**
WPAG, Ann Arbor, Mich.
**MacDONALD, PHILIP**
WEEI, Boston, Mass.
**MacKELVIE, ART**
KHQ, Spokane, Wash.
**McBRIDE, JIM**
KIST, Santa Barbara, Cal.
**McBRIDE, NEIL**
WCMW, Canton, O.
**McCAHILL, J. F.**
KRSC, Seattle, Wash.
**McCAIN, BILL**
WAGA, Atlanta, Ga.
**McCALL, FRED**
WOAI, San Antonio, Tex.
**McCANN, LARRY**
WXYZ, Detroit, Mich.
**McCANN, RICHARD H.**
KBON, Omaha, Neb.
**McCARTHY, CHAS. F.**
NBC
WNBC
**McCARTY, MARSH**
WCOM, Parkersburg, W. Va.
**McCLAIN, DEAN**
KWBC, Fort Worth, Tex.
**McCLELLAN, ROBERT**
KTXL, San Angelo, Tex.
**McCONNEL, JIM**
KLOU, Lake Charles, La.
**McCORMICK, IRA, JR.**
WIOU, Kokomo, Ind.
**McCOY, RONALD J.**
KFEL, Denver, Colo.
**McCRARY, JOHNNY**
WCRK, Morristown, Tenn.
**McCREARY, MACK**
KEBE, Jacksonville, Tex.
**McCULLEY, JOE**
WSNJ, Bridgeton, N. J.
**McCULLOUGH, DANIEL**
WOR, New York, N. Y.
**McCULLOUGH, THOMAS**
WTAC, Flint, Mich.
**McDONALD, AL**
WSGN, Birmingham, Ala.
**McDONALD, FRANK**
WCOP, Boston, Mass.
**McDOWELL, JIM**
WHBF, Benton Harbor, Mich.

**McELROY, JACK**
Announcer, Singer, MC; b. Columbus, Kans., Oct. 21, 1913; Breakfast In Hollywood, Bride and Groom.

**McEWEN, CHARLES**
KTRB, Modesto, Cal.
**McFARLAND, GWEN**
WONS, Hartford, Conn.
**McGEE, WILLIAM L.**
WHOP, Hopkinsville, Ky.
**McGINLEY, JOE**
WBLJ, Dalton, Ga.
**McGOVERN, TOM**
KROD, El Paso, Tex.
**McGOWAN, ED**
KUTA, Salt Lake City, Utah
**McINTYRE, JIM**
WINN, Louisville, Ky.
**McINTYRE, NEIL**
KXOB, Stockton, Cal.
**McKAY, JOHN**
WBNY, Buffalo, N. Y.
**McKEE, MODREL**
WACO, Waco, Tex.
**McKEE, ROY**
KOMA, Oklahoma City, Okla.
**McKINNEY, JIM**
WSOY, Decatur, Ill.
**McKINNEY, WILLIAM**
KXRJ, Russellville, Ark.
**McKINNIN, BOB**
WRFS, Alexander City, Ala.
**McKNIGHT, JOHN M.**
WHLI, Hempstead, L. I.
**McLAUGHLIN, FRANCIS**
WBRE, Wilkes-Barre, Pa.
**McLAURIN, FRANK**
KFXM, San Bernardino, Cal.
**McLEAN, BRUCE**
WBIZ, Eau Claire, Wis.
**McLEAN, PHIL**
WJLB, Detroit, Mich.
**McLEOD, DON**
WJBK, Detroit, Mich.
**McMANUS, JAMES K.**
WMAR-TV, Baltimore, Md.
**McMILLAN, ROY**
WSB, Atlanta, Ga.
**McMILLEN, JIM**
WWNF, Fayetteville, N. C.
**McNEELEY, MARTY**
WJMO, Cleveland, O.
**McPHEE, JAMES**
WJVA, South Bend, Ind.
**McPHERSON, GAYLORD**
WDOD, Chattanooga, Tenn.
**McREYNOLDS, BILL**
WOAI, San Antonio, Tex.
**McSLOY, SID**
KFBC, Cheyenne, Wyo.

## — M —

**MACK, BILL**
WEDC, Chicago, Ill.
**MACK, LLOYD**
WHAR, Clarksburg, W. Va.
**MACK, RUSSELL**
KROD, El Paso, Tex.
**MACK, WALLY**
WBBB, Burlington, N. C.
**MACK, WAYNE**
WGAR, Cleveland, O.
**MADERIS, BOB**
WKBZ, Muskegon, Mich.
**MADIGAN, JACK**
WTAL, Tallahassee, Fla.
**MAEL, MERRILL E.**
KOMO, Seattle, Wash.
**MAGNER, WILLIAM**
WFDF, Flint, Mich.
**MAGRUDER, PHIL**
WKYB, Paducah, Ky.
**MAHANEY, ROBERT**
WIBX, Utica, N. Y.
**MAHER, BILL**
WLIZ, Bridgeport, Conn.
**MAHER, LARRY**
KDDD, Dumas, Tex.
**MAHONEY, BERNIE**
WNOW, York, Pa.
**MAHONEY, ED**
WCVS, Springfield, Ill.
**MAHONEY, JOHN**
WKMO, Kokomo, Ind.
**MALCOLM, BILL, JR.**
NBC
**MALLOY, DICK**
Henderson, N. C.
**MALONE, LEE**
WJIG, Tullahoma, Tenn.
**MANDEL, SID**
WSBC, Chicago, Ill.
**MANN, AL**
KGNC, Amarillo, Tex.
**MANN, AL**
KRRV, Sherman-Denison, Tex.
**MANN, DAVID**
WESX, Salem, Mass.
**MANN, JOE**
KQV, Pittsburgh, Pa.
**MANNERS, BILL**
WHAT, Philadelphia, Pa.
**MANNING, BILL**
KIST, Santa Barbara, Calif.
**MANSER, LYMAN**
WWNY, Watertown, N. Y.
**MANSFIELD, ROBERT S.**
WGOV, Valdosta, Ga.
**MANSON, LEE**
WELI, New Haven, Conn.
**MANUEL, FRANK**
KONO, San Antonio, Tex.
**MAPHET, DICK**
KUSN, San Diego, Cal.
**MARBLE, HARRY**
Eric Sevareid and The News
CBS
**MARKEY, PAUL**
WING, Dayton, O.
**MARKS, GARNET**
KGFN, Grass Valley, Cal.
**MARLOW, MICHAEL**
WWSW, Pittsburgh, Pa.
**MARLOW, PAUL**
WHTN, Huntington, W. Va.
**MAROCCO, JOHNNY**
WCPS, Tarboro, N. C.
**MARS, PETER A.**
WKLA, Ludington, Mich.
**MARSH, ROY**
WHLF, South Boston, Va.
**MARSHALL, JEAN**
WEW, St. Louis, Mo.
**MARSHALL, JERRY**
WNEW, New York, N. Y.
**MARSHALL, JOHN**
WGRD, Grand Rapids, Mich.
**MARSHALL, MACK**
KOPO, Tuscon, Ariz.
**MARSHALL, REX**
WPIX, New York, N. Y.
**MARSTON, BERT**
WFAS, White Plains, N. Y.
**MARTIN, BILL**
WCCC, Hartford, Conn.
**MARTIN, BILL**
WNDR, Syracuse, N. Y.

**MARTIN, DON**
WHCU, Ithaca, N. Y.
**MARTIN, FRANK**
Mayor of the Town, ABC-CBS, Dick Haymes Show
**MARTIN, GLEN**
KLZ, Denver, Colo.
**MARTIN, JIM**
KANS, Wichita, Kans.
**MARTIN, JOHNNIE**
WKY, Oklahoma City, Okla.
**MARTIN, KRIS**
WACE, Chicopee, Mass.
**MARTIN, LOU**
KWTO, Springfield, Mo.
**MARVIN, KEN**
WAAF, Chicago, Ill.

**MARVIN, TONY**
Announcer, Narrator, Actor, MC; b. N. Y. C., N. Y., Oct. 12, 1912, St. Johns; Arthur Godfrey Time, Crime Photographer, Winner Take All, Staff (CBS).

**MARVIN, TONY**
WCBS-TV, New York, N. Y.
**MASON, BUD**
WBTA, Batavia, N. Y.
**MASON, WILLIAM**
KDIX, Dickinson, N. Dak.
**MASTERS, MIKE**
WXYZ-TV, Detroit, Mich.
**MASTERS, ROBERT**
KVVC, Ventura, Cal.
**MATEL, CHET**
WOOD, Grand Rapids, Mich.
**MATHEWS, BILL**
WLIB, New York, N. Y.
**MATHEWSON, DON**
WAMS, Wilmington, Del.
**MATHISON, SIG**
KRIC, Beaumont, Tex.
**MATTES, CLAIR**
WKLA, Ludington, Mich.
**MATTESON, DEAN**
WLAU, Laurel, Miss.
**MATTHEWS, JACK**
KLEE, Houston, Tex.
**MATTISON, HENRY**
KFH, Wichita, Kans.
**MAUGANS, BILL**
KSOK, Arkansas City, Kans.
**MAURER, ROBERT I.**
WTHT, Hartford, Conn.
**MAUS, STUART**
KPQ, Wenatchee, Wash.
**MAUTI, JOHN**
WTNC, Thomasville, N. C.
**MAXWELL, CHUCK**
KGNC, Amarillo, Tex.
**MAXWELL, EDWARD C.**
WERD, Atlanta, Ga.
**MAYER, JACK**
WALB, Albany, Ga.
**MAYFIELD, BOB**
WMGY, Montgomery, Ala.
**MAYHEW, TOMMY**
WKGN, Knoxville, Tenn.
**MAYO, WILLARD C.**
WHLD, Niagara Falls, N. Y.
**MEACHAM, JUSTIN**
WSBT, South Bend, Ind.
**MEAD, WARREN**
KERO, Bakersfield, Cal.
**MEADE, WARREN**
KGVO, Missoula, Mont.
**MEARIAN, MIKE**
WELM, Elmira, N. Y.
**MEARS, WES**
KWKW, Pasadena, Cal.
**MEATH, ED**
WHEC, Rochester, N. Y.
**MEECE, EDWARD**
KWEI, Weiser, Ida.
**MEEHAN, ROBERT**
WEAN, Providence, R. I.
**MEEKS, DON J.**
WMOH, Hamilton, O.
**MEGLES, DOUG**
KSTP, St. Paul-Minneapolis, Minn.
**MEISTER, R. B.**
WFHR, Wisconsin Rapids, Wis.
**MELANE, JACK**
WGBB, Freeport, N. Y.
**MELL, DEAN**
KFYO, Lubbock, Tex.
**MELTON, FRANK**
KGVL, Greenville, Tex.
**MELVILLE, ROLLIE**
KCOL, Fort Collins, Colo.
**MENDEL, ED**
WGBA, Columbus, Ga.
**MERCIER, JOSEPH W.**
WBCM, Bay City, Mich.
**MERCIER, RAY**
WPOR, Portland, Me.
**MEREDITH, LEE C.**
WYJS, Owensboro, Ky.
**MERENS, LYMAN**
WRJN, Racine, Wis.
**MERRYMAN, BOB**
WLW, Cincinnati, O.
**MERRYMAN, BOB**
Kitchen Klub
WLW-T, Cincinnati, O.
**MESKILL, BOB**
WBBQ, Augusta, Ga.
**MESSER, FRANK**
WSKY, Asheville, N. C.
**MESSER, NORM**
WKXL, Concord, N. H.
**MESTELLE, BART**
WLDY, Ladysmith, Wis.
**METRIE, JACK**
WTMC, Ocala, Fla.
**MEYER, BILL**
WLDS, Jacksonville, Ill.
**MEYER, DON**
WKNX, Saginaw, Mich.
**MEYER, JOHN**
KFEL, Denver, Colo.
**MEYERS, BILL**
WGAX, Burlington, Vt.
**MICHAEL, BILL**
KWFT, Wichita Falls, Tex.
**MICHAEL, ED**
Mr. President
ABC
**MICHAEL, RAY**
WNBW, Washington, D. C.
**MICHAELS, BOB**
KWEM, West Memphis, Ark.
**MICHAELS, JOHN**
WPAY, Portsmouth, O.
**MICHELSON, BILL**
KWBW, Hutchinson, Kans.
**MIDDLETON, SAM**
WOMG, Douglas, Ga.
**MIKKALSON, ROBERT**
KDEC, Decorah, Ia.
**MILFORD, ROBERT W., JR.**
WCHV, Charlottesville, Va.
**MILLER, HARVEY**
WJSW, Altoona, Pa.
**MILLER, JACK**
WWON, Woonsocket, R. I.
**MILLER, LINDY**
WBZ-TV, Boston, Mass.
**MILLER, M. E.**
KROC, Rochester, Minn.
**MILLER, MAURICE**
KLZ, Denver, Colo.
**MILLER, REUBEN**
WFUN, Huntsville, Ala.
**MILLER, RICHARD**
WHUC, Hudson, N. Y.
**MILLER, SHELBY**
KIJV, Huron, S. Dak.
**MILLS, DEXTER**
WDBJ, Roanoke, Va.
**MILLS, FRANK**
WBAP, Fort Worth, Tex.
**MILLS, FRANK**
WBAP-TV, Fort Worth, Tex.
**MILLS, JIM**
WIBK, Knoxville, Tenn.
**MIMS, WILLIAM**
WCSC, Charleston, S. C.
**MIRES, RON**
WTTH, Port Huron, Mich.
**MITCHEL, ROY**
KLRA, Little Rock, Ark.
**MITCHELL, CHARLES R.**
WBIG, Greensboro, N. C.
**MITCHELL, JACK**
WTIP, Charleston, W. Va.
**MITCHELL, JIM**
WCVS, Springfield, Ill.
**MITCHELL, JIM**
WKBN, Youngstown, O.
**MITCHELL, MILFORD**
WACO, Waco, Tex.
**MITCHELL, RAY**
KGEM, Boise, Ida.
**MOCK, JACK**
WDLP, Panama City, Fla.
**MOFETT, JERRY**
KTFI, Twin Falls, Ida.
**MOHER, BILL**
WDAY, Fargo, N. Dak.
**MOHR, ED**
WAPX, Montgomery, Ala.
**MOLL, ALLEN**
KDYL, Sa't Lake City, Utah
**MONET, PIERRE**
WDLB, Marshfield, Wis.
**MONKMAN, ROBERT**
WRJN, Racine, Wis.
**MONROE, BOB**
WFTL, Ft. Lauerdale, Fla.
**MONROE, GEORGE**
KFDM, Beaumont, Tex.
**MONTGOMERY, BOB**
WFNC, Fayetteville, N. C.
**MONTGOMERY, BOB**
WGL, Fort Wayne, Ind.
**MONTGOMERY, DEAN**
KELO, Sioux Falls, S. Dak.
**MOODY, WILLIAM G.**
KIT, Yakima, Wash.
**MOONEY, FRANK**
WHUM, Reading, Pa.
**MOORE, CHARLES F.**
KPDQ, Portland, Ore.
**MOORE, DEANE**
KWIK, Burbank, Cal.
**MOORE, EDWARD**
KRES, St. Joseph, Mo.
**MOORE, FRED**
KFOX, Long Beach, Cal.
**MOORE, GEORGE**
WEAR, Pensacola, Fla.
**MOORE, L. P.**
WFAK, Charleston, S. C.
**MOORE, WALKER**
KFJZ, Fort Worth, Tex.
**MORAN, JACK**
KTAE, Taylor, Tex.
**MORATH, MAX**
KGHF, Pueblo, Colo.
**MORELAND, HARRY**
WROL, Knoxville, Tenn.
**MOREY, ART**
KWJJ, Portland, Ore.
**MORGAN, BILL**
WHAN, Charleston, S. C.
**MORGAN, GENE**
KCMJ, Palm Springs, Cal.
**MORGAN, JACK**
WMAW, Milwaukee, Wis.
**MORGAN, RICHARD**
WBOC, Salisbury, Md.
**MORRIS, ALLAN**
WNLC, New London, Conn.

**MORRIS, JOHN**
WTXN, Austin, Tex.
**MORRIS, JOHN**
WTWA, Thomson, Ga.
**MORRIS, PAUL**
WJBK, Detroit, Mich.
**MORRIS, ROY**
WGWR, Asheboro, N. C.
**MORRIS, ROY**
WJIG, Tullahoma, Tenn.
**MORRIS, VANCE**
WTND, Orangeburg, S. C.
**MORRISON, PHIL**
WTOM, Bloomington, Ind.
**MORRISON, WILBUR**
WRUN, Utica, N. Y.
**MORSE, SID**
KLOU, Lake Charles, La.
**MORSE, TONY**
KGO, San Francisco, Cal.
**MOSEBY, JAMES**
WITZ, Jasper, Ind.
**MOSTELLER, JERRY**
WMRC, Greenville, S. C.
**MOTLEY, KEN**
WMBH, Joplin, Mo.
**MOUNTEER, JOHN**
WOKO, Albany, N. Y.
**MOWERS, ROBERT**
WGAN, Portland, Me.
**MOWRY, LEE**
WLAQ, Rome, Ga.
**MOYLE, WILLARD**
WKOK, Sunbury, Pa.
**MULHERN, PAT**
WRDW, Augusta, Ga.
**MULLARKY, TOM**
KLIF, Dallas, Tex.
**MULLEN, FRANK**
KRUX, Phoenix, Ariz.
**MULLEN, FRANK**
WGLN, Glenn Falls, N. Y.
**MULLINIX, RAY**
KORA, Bryan, Tex.
**MUMFORD, ALEX**
WCOM, Parkersburg, W. Va.
**MUNT, PAUL**
KSDN, Aberdeen, S. Dak.
**MUNYAN, HARRY**
WIOD, Miami, Fla.
**MURPHEY, HARVEY**
WSFC, Somerset, Ky.
**MURPHY, DENNIS**
WREX, Duluth, Minn.
**MURPHY, PAUL**
WWSO, Springfield, O.
**MURPHY, WILLIAM**
GBS, Miami, Fla.
**MURPHY, WILLIAM**
WMIX, Mt. Vernon, Ill.
**MURRAY, BOB**
KENT, Shreveport, La.
**MURRAY, HAL**
WBBO, Forest City, N. C.
**MURRAY, JAMES A.**
WMTW, Portland, Me.
**MURRAY, PHILIP G.**
WMTW, Portland, Me.
**MURRAY, JAMES**
WSB, Atlanta, Ga.
**MUSLADIN, WILLIAM**
KJBS, San Francisco, Cal.
**MYERS, EDWARD**
WMEX, Boston, Mass.

## —N—

**NABORS, PAT**
WSOC, Charlotte, N. C.
**NAGLE, DAVID J.**
WCHV, Charlottesville, Va.
**NAKEL, PAUL**
WJMO, Cleveland, O.
**NARZ, JACK**
KIEV, Glendale, Cal.
**NASH, ROGER**
WEAR, Pensacola, Fla.
**NAUGHTON, CLIFF**
KSFO, San Francisco, Cal.
**NAVIN, DEAN**
KRNT, Des Moines, Ia.
**NEAL, DON**
KWLK, Longview, Wash.
**NEAL, HAL**
WXYZ, Detroit, Mich.
**NEALE, LOUIS M.**
WFGN, Gaffney, S. C.
**NEARNS, JOE**
KFFA, Helena, Ark.
**NEATHERY, JOHN**
KSAM, Huntsville, Tex.
**NEELY, JACK**
WKTM, Mayfield, Ky.
**NEFF, ERNIE**
WCAE, Pittsburgh, Pa.
**NEFF, HARRY E.**
WBAT, Marion, Ind.
**NEHER, DeALTON**
WIBA, Madison, Wis.
**NEHRLING, WALLY**
WIRE, Indianapolis, Ind.
**NEIDIG, JOSEPH**
KVGB, Great Bend, Kans.
**NEIGHBOR, HOWARD**
KVGB, Great Bend, Kans.
**NEITZEL, LOUIS**
WJVA, South Bend, Ind.
**NELSON, ART**
KLIF, Dallas, Tex.
**NELSON, BOB**
WBBQ, Augusta, Ga.
**NELSON, CHARLES**
WFBG, Altoona, Pa.
**NELSON, CARL**
WTMJ, Milwaukee, Wis.
**NELSON, CHARLES**
KGBC, Galveston, Tex.
**NELSON, CY**
WEMP, Milwaukee, Wis.
**NELSON, DAVID**
WSAP, Portsmouth, Va.
**NELSON, GEORGE**
KOLO, Reno, Nev.
**NELSON, LEE**
WPOR, Portland, Me.
**NELSON, TED**
KVET, Austin, Tex.
**NEWBERRY, FRANK**
KWAK, Stuttgart, Ark.
**NEWBY, LUTHER**
KLAC, KLAC-TV, Los Angeles, Cal.
**NEWMAN, JACK**
KOME, Tulsa, Okla.
**NIDEVER, BRUCE**
KASH, Eugene, Ore.
**NIELSON, WALTER A.**
WCCC, Hartford, Conn.
**NIGHTINGALE, EARL**
KTAR, Phoenix, Ariz.
**NILES, DAVID**
WEVD, New York, N. Y.
**NILES, WENDELL**
The Man Called "X," CBS
**NIMMO, BILL**
Dance Time
WLW-T, Cincinnati, O.
**NIXON, NICK**
WARC, Rochester, N. Y.
**NOBLE, BOB**
WDAR, Savannah, Ga.
**NOLAN, BOB**
WRBL, Columbus, Ga.
**NORMAN, DON**
WAPO, Chattanooga, Tenn.
**NORMAN, HAL**
KFH, Wichita, Kans.
**NORMAN, RALPH**
WOMT, Manitowoc, Neb.
**NORMAN, RICHARD**
WQQW, Washington, D. C.
**NORRIS, CLARK**
KVOP, Plainview, Tex.
**NORTON, MILTON**
KVOR, Colorado Springs, Colo.
**NORVAL, BUD**
WFOR, Hattiesburg, Miss.
**NORWIG, GEORGE**
WCSC, Charleston, S. C.
**NORWOOD, CHARLES**
WTHT, Hartford, Conn.
**NOVELL, WALT**
KFRE, Fresno, Cal.

## —O—

**OAKNER, MERV**
KSFT, Trinidad, Colo.
**O'BRIEN, AL**
WHBI, Sheboygan, Wis.
**O'BRIEN, DAVID**
WDXI, Jackson, Tenn.
**O'BRIEN, ELLIS**
WCSH, Portland, Me.

**O'BRIEN, JOE**
(O'Brien, Joseph A.); Emcee, Announcer, Sports Announcer; b. Yonkers, N. Y., July 17, 1915; ed. Fordham College; Rosemary (CBS); Joyce Jordan (NBC); Quizdom Class (ABC); Brooklyn Dodger Football (WMCA); Tommy Dorsey Show; Amateur Hour; Du Mont Tele.

**O'BRIEN, JIM**
WKIP, Poughkeepsie, N. Y.
**O'CAIN, KEITH**
WRJN, Racine, Wis.
**O'CONNOR, DON**
WEMP, Milwaukee, Wis.

**O'CONNOR, ROD**
Announcer; b. Houston, Tex.; New Mexico Military Inst.; The Red Skelton Show, People Are Funny, Duffy's Tavern (NBC).

**O'CONNOR, TOM**
WBMD, Baltimore, Md.
**ODOM, GEORGE**
WMAZ, Macon, Ga.
**ODOM, HOMER**
KOMA, Oklahoma City, Okla.
**ODOM, RAYMOND**
KSTA, Coleman, Tex.
**O'FARREL, JOHN**
WREO, Eau Clair, Wis.
**O'HALLORAN, HAL**
WHBL, Sheboygan, Wis.
**O'HARA, WILLIAM**
KWWB, Walla Walla, Wash.
**OLDS, MICHAEL**
WBOW, Terre Haute, Ind.
**OLIVENCIA, TOMAS**
WORA, Mayaguez, P. R.
**OLSON, BRAD**
KIXL, Dallas, Tex.
**OLSON, DONALD**
KSJB, Jamestown, N. Dak.
**OLSON, NATHAN**
KOOS, Coos Bay, Ore.
**OLSON, RAY**
WOW, Omaha, Neb.
**O'NEIL, PAUL**
WNMP, Evanston, Ill.
**ORFIELD, BENNETT**
WIS, Chicago, Ill.
**ORNEST, STAN**
WGBS, Miami, Fla.
**ORNGARD, JAMES**
WSBR, Superior, Wis.
**ORR, WILLIAM**
WICY, Malone, N. Y.
**ORTEGA, LOLA**
KGIW, Alamosa, Colo.

**ORUM, BILL**
WIL, St. Louis, Mo.
**OSBORNE, KARL**
WADC, Akron, O.
**OSBORNE, PAUL**
WLOH, Princeton, W. Va.
**OSBORNE, TIM**
KTHT, Houston, Tex.
**O'SULLIVAN, TIM**
WGL, Fort Wayne, Ind.
**OTT, WOODROW W.**
WENY, Elmira, N. Y.
**OUILLETTE, DEE**
WWNH, Rochester, N. Y.
**OVENDEN, KENNETH**
WEEI, Boston, Mass.
**OVERTON, DAVE**
WBRC, Birmingham, Ala.
**OWEN, EDWARD**
WLBZ, Bangor, Me.
**OWENS, JACK**
WBHB, Fitzgerald, Ga.
**OZMENT, HOWARD T.**
WTMA, Charleston, S. C.

## —P—

**PAGE, FRANK**
KWKH, Shreveport, La.
**PAGE, SAM**
WNBF, Binghamton, N. Y.
**PAIGE, CARL**
KRAM, Las Vegas, Nev.
**PAIT, ANGUS**
WLAT, Conway, S. C.
**PALMER, EDWARD**
WABI, Bangor, Me.
**PALMER, GEORGE**
WSAI, Cincinnati, O.
**PALMER, WILLIAM**
WDXB, Chattanooga, Tenn.
**PARDO, DON**
NBC
**PARK, BOB**
WAGC, Chattanooga, Tenn.
**PARK, CHARLES**
WJR, Detroit, Mich.
**PARKER, AL**
WJJD, Chicago, Ill.
**PARKER, ELZIE**
KFPW, Fort Smith, Ark.
**PARKER, LEE**
WNAO, Raleigh, N. C.
**PARKES, M.**
WAIM, Anderson, S. C.
**PARKS, BERT**
Vaughn Monroe Show
CBS
**PARSONS, FRED**
WSB, Atlanta, Ga.
**PARTON, RED**
WOLF, Syracuse, N. Y.
**PASCOE, KENNETH**
KDB, Santa Barbara, Cal.
**PASSE, LOEL**
WTNB, Birmingham, Ala.
**PATRICK, LAWRENCE**
WAIR, Winston-Salem, N. C.
**PATTERSON, JIMMY**
WISE, Asheville, N. Y.
**PATTILO, JOE**
WFOM, Marietta, Ga.
**PAUL, BERT**
WOMG, Douglas, Ga.
**PAUL, RALPH**
WOR, New York, N. Y.
**PAULIN, ED**
WCMI, Ashland, Ky.
**PAULSEN, VICTOR**
KGYW, Vallejo, Cal.
**PAULSON, RALPH**
KFXD, Nampa, Ida.
**PAYE, DON**
WICY, Malone, N. Y.
**PAYNE, A. M.**
KOTN, Pine Bluff, Ark.
**PAYNE, LLOYD**
WDXB, Chattanooga, Tenn.
**PAXTON, TOM**
KGO, San Francisco, Cal.
**PEALE, HUBERT**
WHAN, Charleston, S. C.
**PEARCE, ROY**
KOMO, Carthage, Mo.
**PEARCY, E. T.**
KOTN, Pine Bluff, Ark.
**PEARSON, AL**
KWJJ, Portland, Ore.
**PECK, ALBERT**
KROS, Clinton, Ia.
**PENDLEY, GEORGE**
WGGA, Gainesville, Ga.
**PEPWORTH, H. E.**
WFEB, Sylacauga, Ala.
**PERAZZO, DON**
KBON, Omaha, Neb.
**PERKINS, EUGENE F.**
KIDO, Boise, Ida.

**PERRIN, KEYES W.**
Announcer, director; b. Albany, N. Y., Feb. 13, 1916; ed. Vincentian Academy; Let's Have a Party (WRGB Television); Record Riddles, Fulton Lewis, Jr. American F. B. Conference, Out of the Dark, Mutual Music Show.

**PERRY, JACK**
WGPA, Bethlehem, Pa.
**PERRY, STU**
WWSR, St. Albans, Vt.
**PERRY, TONY**
WFRL, Freeport, Ill.
**PERSICH, BILL**
WIGM, Medford, Wis.
**PERSONS, BUCK**
WAUD, Auburn, Ala.
**PETERS, BRAD**
KSCO, Santa Cruz, Cal.
**PETERS, GEORGE**
WSWN, Belle Glade, Fla.
**PETERS, W. D.**
WSTS, Southern Pines, N. C.
**PETERSEN, KEN**
WOC, Davenport, Ia.
**PETERSON, ARNOLD**
WATW, Ashland, Wis.
**PETERSON, ART**
WCPO, Cincinnati, O.
**PETERSON, BOB**
WEAU, Eau Claire, Wis.
**PETERSON, DON**
KURV, Edinburg, Tex.
**PETERSON, DREXEL**
KVFD, Fort Dodge, Ia.
**PETERSON, GENE**
WLAV, Grand Rapids, Mich.
**PETERSON, JAMES**
WOKZ, Alton, Ill.
**PETERSON, JIM**
KSL, Salt Lake City, Utah
**PETHICK, GEORGE THOMAS**
WAVZ, New Haven, Conn.
**PETRICH, LEE**
KFDA, Amarillo, Tex.
**PETTI, RALPH**
WJAS, Pittsburgh, Pa.
**PFEIFFER, BOB**
WABD, New York, N. Y.
**PFEIL, JACK**
WMAJ, State College, Pa.
**PHILLIPPE, GENE**
KBUR, Burlington, Ia.
**PHILLIPS, BRAD**
WINS, New York, N. Y.
**PHILLIPS, BYRON**
WBRE, Wilkes-Barre, Pa.
**PHILLIPS, CHARLES**
KHBG, Okmulgee, Okla.
**PHILLIPS, CONRAD M.**
WGIV, Charlotte, N. C.
**PHILLIPS, GREGG**
WJOL, Joliet, Ill.
**PHILLIPS, O.**
KDON, Monterey, Cal.
**PICKEL, CHARLES D.**
WBIR, Knoxville, Tenn.
**PIERCE, DON**
WRRF, Washington, N. C.
**PIERCE, JERRY**
KGNO, Dodge City, Kans.
**PIERCE, JOHN**
WTAC, Flint, Mich.
**PIERCE, NORMAN**
WCLF, Chicago, Ill.
**PIERSON, BILL**
WHKK, Akron, O.
**PIKE, DICK**
WKNX, Saginaw, Mich.
**PIPPERT, PAUL**
KSMN, Mason City, Ia.
**PLATT, DAVID**
WHLI, Hempstead, L. I.
**POIRIER, OMER, JR.**
WOCB West Yarmouth, Mass.
**POLLACK, FRANK**
WEXT, Milwaukee, Wis.
**POLLARD, JAMES**
WEEI, Boston, Mass.
**POPPEK, JACK**
WJOB, Hammond, Ind.
**PORTA, PASCHAL**
KFSA, Fort Smith, Ark.
**PORTER, EVERETT**
WRGA, Rome, Ga.
**PORTER, RAY**
KRHD, Duncan, Okla.
**PORTER, WINSLOW**
WINC, Winchester, Va.
**POSENKE, BRAD**
WNMP, Evanston, Ill.
**POSEY, C. N.**
KTTR, Rolla, Mo.
**POSEY, HORACE**
WWNC, Asheville, N. C.
**POTTER, BOB**
WEBC, Duluth, Minn.
**POUNDERS, FRANK**
KSOE, Durant, Okla.
**POWELL, JACK**
KVVC, Ventura, Cal.
**POWELL, KEN**
WELM, Elmira, N. Y.
**POWLESS, SAM**
WHBU, Anderson, Ind.
**PRATT, JIM**
KEYS, Corpus Christi, Tex.
**PRENTICE, CHARLES D.**
WHAI, Greenfield, Mass.
**PRENTICE, JOE**
WGPA, Bethlehem, Pa.
**PRICE, BILL**
WCIL, Carbondale, Ill.
**PRICE, GEORGE**
KOME, Tulsa, Okla.
**PRITTIE, DON**
WLEC, Sandusky, O.
**PROCTER, GENE**
KEPO, El Paso, Tex.
**PROCTOR, FRANK**
WBML, Macon, Ga.
**PROTSMAN, NORMAN**
WMMB, Melbourne, Fla.
**PROVOST, RICHARD**
WMSA, Massena, N. Y.
**PRUITT, CHARLES**
WGWD, Gadsden, Ala.
**PUMPHREY, HORACE**
WKAX, Birmingham, Ala.
**PUTNAM, JAMES C.**
WBSC, Bennettsville, S. C.
**PYATT, JAMES**
KWBW, Hutchinson, Kans.
**PYNE, JOE**
WVCH, Chester, Pa.

## —Q—

**QUADE, WARREN**
KCOY, Santa Maria, Cal.
**QUAVE, MACKIE**
WIS, Columbia, S. C.
**QUINN, DOM**
WBCK, Battle Creek, Mich.
**QUINN, RAYMOND**
WBKA, Brockton, Mass.

## —R—

**ROBB, JACK**
WIOU, Kokomo, Ind.
**RAEBURN, JOHNNY**
WMIX, Mt. Vernon, Ill.
**RAFFERTY, CHARLES**
KJSK, Columbus, Neb.
**RAGSDALE, NORMAN**
WCNC, Elizabeth City, N. C.
**RAHE, JOHN**
WCMD, Cambridge, Md.
**RAIHALL, WILLIAM**
WCPA, Clearfield, Pa.
**RAINEY, BRUCE**
KSYL, Alexandria, La.
**RAINS, DOUG**
WACO, Waco, Tex.
**RAMSEY, DAVE**
KAWT, Douglas, Ariz.
**RANDALL, BILL**
WJLB, Detroit, Mich.
**RANGER, JIM**
KVSM, San Mateo, Cal.
**RANTINTIN, IRVING**
WSBC, Chicago, Ill.
**RASOR, JOHN**
KSEL, Lubbock, Tex.
**RATCLIFF, RAD**
WLCS, Baton Rouge, La.
**RAUH, G.**
WJVA, South Bend, Ind.
**RAY, CURT**
KMOX, St. Louis, Mo.
**RAYEL, JACK**
NBC
**RAYMON, PAUL**
WJRD, Tuscaloosa, Ala.
**READ, BILL**
WJBO, Baton Rouge, La.
**REARDON, TOM**
WHHM, Memphis, Tenn.
**REDABAUGH, HAROLD**
KGHF, Pueblo, Colo.
**REDFERN, JACK**
WGNY, Newburgh, N. Y.
**REDFIELD, FRANK**
KOY, Phoenix, Ariz.
**REED, LYNNE**
KOLN, Lincoln, Neb.
**REES, WALTER**
KWRN, Reno, Nev.
**REESE, JAMES E.**
WWWB, Jasper, Ala.
**REEVES, GRADY**
WFUN, Huntsville, Ala.
**REEVES, MAX**
KJSK, Columbus, Neb.
**REID, CLARK**
WHFB, Benton Harbor, Mich.
**REID, HAL**
WTAG, Green Bay, Wis.
**REILLY, EARLE**
KXA, Seattle, Wash.
**REIMERS, ED**
Our Job Is Manhattan, Ethel & Albert, Harrison Wood, ABC
**REIMERS, TOM**
WDVA, Danville, Va.
**REITER, FRED**
WFLA, Tampa, Fla.
**REITZ, ROBERT**
WLEC, Sandusky, O.
**REJEBIAN, ARAM**
KCBQ, San Diego, Cal.
**REQUARD, JAY**
WSID, Baltimore, Md.
**REUTER, CHRIS**
WTYS, Marianna, Fla.
**REYNOLD, JOHN M.**
WLOS, Asheville, S. C.
**REYNOLDS, CLIFTON E.**
WGUY, Bangor, Me.
**REYNOLDS, GENE**
WBAP-WBAP-TV, Fort Worth, Tex.
**REYNOLDS, PAUL C.**
WDAE, Tampa, Fla.
**RHOADS, HOWARD**
KUJ, Walla Walla, Wash.
**RHODES, RICHARD**
WAYB, Waynesboro, Va.
**RICAU, LIONEL**
NBC
**RICE, ART**
KWHK, Hutchinson, Kans.
**RICE, LEE**
WBIZ, Eau Claire, Wis.
**RICE, RICHARD**
WTOD, Toledo, O.
**RICHARDS, BILL**
WMON, Montgomery, W. Va.
**RICHARDS, RODNEY**
WHUB, Watsonville, Cal.
**RICHARDSON, BILL**
WITZ, Jasper, Ind.
**RICHARDSON, CHARLES T.**
WMOH, Hamilton, O.
**RICHARDSON, DAVID**
KXA, Seattle, Wash.
**RIDDER, JACK**
WCSS, Amsterdam, N. Y.
**RIDDLE, BILL**
WNEX, Macon, Ga.
**RIDGEWAY, DICK**
KIND, Independence, Kans.
**RIDGEWAY, JACK**
KTHR, Hot Springs, Ark.
**RIED, PAUL**
WKLF, Clanton, Ala.

**RIGGS, GLENN**
Announcer, MC; b. McKeesport, Pa., July 12, 1907; Juniata Coll.; My True Story, Boston Blackie, Philco Hall of Fame (ABC); Thin Man (CBS); Hop Harrigan, True or False (MBS).

**RILEY, BOB**
WMBD, Peoria, Ill.
**RILEY, HARRY**
WVVW, Fairmont, W. Va.
**RILEY, JOHN**
WRTA, Altoona, Pa.
**RISING, RICHARD**
WJBW, New Orleans, La.
**RITCHA, MORLEY**
KWRN, Reno, Nev.
**RITNAUER, BARRY**
WIBX, Utica, N. Y.
**ROARK, C. A.**
KGY, Olympia, Wash.
**ROBATOR, HAROLD G.**
WSPR, Springfield, Me.
**ROBB, MAJOR**
WEAM, Arlington, Va.

**ROBBINS, FRED**
Announcer; b. Baltimore, Md., Sept. 28, 1918; Baltimore City Coll; Univ. of Baltimore; LL Degree, Teentimers Club; 1280 Club.

**ROBERTS, ANDY**
WJMJ, Philadelphia, Pa.
**ROBERTS, BILL**
KLEE, Houston, Tex.
**ROBERTS, BOB**
WSBC, Chicago, Ill.
**ROBERTS, CHARLES**
WGAR, Cleveland, O.
**ROBERTS, CHARLES**
WLAC, Nashville, Tenn.
**ROBERTS, DON**
KSST, Sulphur Springs, Tex.
**ROBERTS, FORD**
KWDM, Des Moines, Ia.
**ROBERTS, HOWARD**
WCFL, Chicago, Ill.
**ROBERTS, KEN**
It Pays To Be Ignorant, Grand Central Station, Mr. Ace & Jane
CBS
**ROBERTS, PETER**
NBC
WNBC
**ROBERTS, WILLIAM**
KGYW, Vallejo, Cal.
**ROBERTSON, DAMIAN**
WJAC, Johnstown, Pa.
**ROBERTSON, JIM**
WMCK, McKeesport, Pa.
**ROBEY, TOM**
WTAD, Quincy, Ill.
**ROBINETTE, MAX**
WLAR, Athens, Tenn.
**ROBINSON, BOB**
WKAB, Mobile, Ala.
**ROBINSON, WELDON**
KFDA, Amarillo, Tex.
**ROBISON, WAYNE**
KVOW, Littlefield, Tex.
**ROCKE, LOUIS**
WCAX, Burlington, Vt.
**ROCKER, KEITH**
WNBZ, Saranac Lake, N. Y.
**RODDA, WALTER**
WKAT, Miami Beach, Fla.
**RODGERS, CLIFF**
WHKK, Akron, O.
**RODRIGUEZ, RAMON**
WDUZ, Green Bay, Wis.
**ROEBUCK, JOHN**
WTMA, Charleston, S. C.
**ROGERS, RALPH**
WAPI, Birmingham, Ala.
**ROGERS, TOM**
WJNC, Jacksonville, N. C.
**ROHN, JIM**
KSJB, Jamestown, N. Dak.
**ROLFSON, JOHN**
KGVO, Missoula, Mont.
**ROLLINS, CHAP**
KAGH, Pasadena, Cal.
**ROMANO, TOM**
WNHC-TV, New Haven, Conn.
**ROODHOF, TED**
WDOS, Oneonta, N. Y.
**ROPER, DON**
WTTG, Washington, D. C.
**ROPER, PRES**
WMAN, Mansfield, O.
**ROSAMOND, ROBERT**
WTBO, Cumberland, Md.
**ROSE, CARL**
WUSN, Charleston, S. C.
**ROSE, JOHN**
WHK, Cleveland, O.
**ROSEHILL, DAVE**
WKBS, Oyster Bay, N. Y.
**ROSS, BOB**
WWXL, Peoria, Ill.
**ROSS, DAVID**
Morton Downey Show, The Big Break, Guy Lombardo Show
MBS, NBC, CBS, ABC
**ROS, DICK**
KIRO, Seattle, Wash.
**ROS, DON JOHN**
WDRC, Hartford, Conn.
**ROSS, KAL**
WNDR, Syracuse, N. Y.
**ROSS, PAUL**
KRLD, Dallas, Tex.

**ROTH, BOB**
WLEE, Richmond, Va.
**ROTH, CARL**
KXEL, Waterloo, Ia.
**ROTZ, STEVE**
WHOD, Homestead, Pa.
**ROUNTREE, GEORGE**
KVLH, Pauls Valley, Okla.
**ROWE, PAUL**
WKNA, Charleston, W. Va.
**ROWLAND, KEN**
WTUX, Wilmington, Del.
**ROWZIE, JACK**
WINX, Washington, D. C.
**ROY, MICHAEL**
Abbott and Costello Show
ABC
Screen Guild Players
CBS
**ROYALL, PAUL**
KSL, Salt Lake City, Utah
**RUCKLE, ROBERT E.**
WRDW, Augusta, Ga.
**RUCKMAN, PETE**
WABB, Mobile, Ala.
**RUFFIN, HOMER**
KCLE, Cleburne, Tex.
**RUGGLES, DON**
WTUX, Wilmington, Del.
**RUHLE, PAUL**
WAIT, Chicago, Ill .
**RUMORE, JOE**
WVOK, Birmingham, Ala.
**RUSH, JIM**
WBBC, Flint, Mich.
**RUSK, CLAY**
WHO, Des Moines, Ia.
**RUSKIN, PHIL**
WSOO, Sault Ste, Marie, Mich.
**RUSSELL, ROGER**
KWOA, Worthington, Minn.
**RUTLEDGE, BILL**
KENT, Shreveport, La.
**RYAN, JACK**
WHUM, Reading, Pa.
**RYAN, JOHNNY**
KVOO, Tulsa, Okla.
**RYAN, RUSSELL S.**
WAAF, Chicago, Ill.

## —S—

**SABIN, ROBERT**
Second Honeymoon
ABC
**SACERDOTI, RENZO**
WOV, New York, N. Y.
**SACKETT, HARRY**
KORE, Eugene, Ore.
**SAGE, AL**
KGFW, Kearney, Neb.
**ST. GEORGE, DORIAN**
Nelson Olmstead
ABC
**ST. LAWRENCE, ROBERT B.**
WSJS, Winston-Salem, N. C.
**SAMPLE, K. O.**
KFPW, Fort Smith, Ark.
**SANDERS, CHRISTIAN F.**
KOVO, Provo, Utah
**SANDERS, HUGH**
KITO, San Bernardino, Cal.
**SANDERS, ROBERT**
WSTV, Steuvenville, O.
**SANDERS, ROBERT**
WTAQ, Green Bay, Wis.
**SANDS, MICHAEL**
WMBS, Uniontown, Pa.
**SANFORD, BUD**
WFTL, Ft. Lauderdale, Fla.
**SANFORD, CHARLES R.**
WGUY, Bangor, Me.
**SANTORO, BILL**
WARD, Johnstown, Pa.
**SAUNDERS, CURT**
WBBC, Flint, Mich.
**SAVERY, RUSS**
KOCS, Oakland, Cal.
**SAWYER, HAL**
KTLA, Los Angeles, Cal.
**SAXE, ED. G.**
KBLF, Red Bluff, Cal.
**SAXON, JIM**
KTRM, Beaumont, Tex.
**SAXON, JOE**
WPAD, Paducah, Ky.
**SAYLES, FRED**
WATV, Newark, N. J.

### SCANLON, ART
**Announcer, MC, Humorist, Actor; Songs of the Old Sod; Art Scanlon Show (WINS).**

**SCANLON, JACK**
WLIZ, Bridgeport, Conn.
**SCHAEFER, HAL**
WJOC, Jamestown, N. Y.
**SCHAFER, PAUL**
WANE, Fort Wayne, Ind.
**SCHARDT, DON**
WKRT, Cortland, N. Y.
**SCHAUGHENCY, EDWIN L.**
KDKA, Pittsburgh, Pa.
**SCHERER, JOSEPH**
KGHF, Pueblo, Colo.
**SCHEUL, WARREN**
KOPO, Tuscon, Ariz.
**SCHIRMER, E. CARLTON**
KFEQ, St. Joseph, Mo.
**SCHMELING, NORMAN**
KFGO, Fargo, N. Dak.
**SCHNECK, LEROY W.**
WNAE, Warren, Pa.
**SCHNEIDER, JOHN**
WBUD, Morrisville, Pa.
**SCHNEIDER, WALLY**
KIRX, Kirksville, Mo.

### SCHOFIELD, DICK
**Announcer, Actor, Newscaster; Theater and Radio Actor, N. Y., Chicago, Kansas City, Southern Calif.**

**SCHON, CHARLES**
WTMC, Ocala, Fla.
**SCHOREGGE, CHARLES**
KFYR, Bismarck, N. Dak.
**SCHREINER, RAY**
WBTM, Danville, Va.
**SCHROEDER, GARY**
WRFD, Worthington, O.
**SCHROEDER, PAUL**
WIMS, Michigan City, Ind.
**SCHUCHARD, R. A.**
WMED, Medford, Ore.
**SCHWANN, GEORGE**
KTMC, McAlester, Okla.
**SCHWARTZ, HENRY**
KEYS, Corpus Christi, Tex.
**SCHWEIZER, JERRY**
WWJ-TV, Detroit, Mich.
**SCOFIELD, DAVID**
KFRC, San Francisco, Cal.
**SCOTT, DAVE**
KQV, Pittsburgh, Pa.
**SCOTT, ED**
KLZ, Denver, Colo.
**SCOTT, ED**
KOL, Seattle, Wash.
**SCOTT, FRED**
WABD, New York, N. Y.
**SCOTT, MARK**
WLOW, Norfolk, Va.
**SCOTT, SAM**
KBND, Bend, Ore.
**SCOTT, TED**
KTMS, Santa Barbara, Cal.
**SCOVILLE, ELLIOT**
KFIZ, Fond Du Lac, Wis.
**SCRIBNER, DAVE**
KXIT, Dalhart, Tex.
**SEARS, ZENAS**
WQXI, Atlanta (Buckhead), Ga.
**SEAY, CARROLL**
WLVA, Lynchburg, Va.
**SEDLEY, BRUCE**
KROW, Oakland, Cal.
**SELF, JAMES**
KCTX, Childress, Tex.
**SELLERS, BILL**
WCEC, Rocky Mount, N. C.
**SELLEY, ART**
WBAC, Cleveland, Tenn.
**SELTZER, EVERETT**
WONS, Hartford, Conn.
**SEMPLE, DICK**
KTRI, Sioux City, Ia.
**SEVERE, HOWARD**
WHEC, Rochester, N. Y.
**SEWEL, GRANT**
KCBQ, San Diego, Cal.
**SEYBOLD, WILLIAM**
KSEK, Pittsburg, Kans.
**SEYMOUR, BOB**
WKMH, Dearborn, Mich.
**SEYMOUR, DAN**
Aunt Jenny
CBS
**SHAFFER, FRED**
WSBA, York, Pa.
**SHAFFER, MAX**
WDAN, Danville, Ill.
**SHAFRAN, JOSEPH**
WMAJ, State College, Pa.
**SHAIN, NORMAN**
WMPS, Memphis, Tenn.
**SHALLENBERGER, DAVE**
WARD, Johnston, Pa.
**SHALTER, EDDIE**
WXYZ-TV, Detroit, Mich.
**SHANNON, PAUL V.**
KDKA, Pittsburgh, Pa.
**SHANNON, WILLIAM J.**
WBAT, Marion, Ind.
**SHARBUTT, DEL**
Meet Corliss Archer, Club 15
CBS
**SHARPE, BILL**
KWFT, Wichita Falls, Tex.
**SHAVER, NEIL**
KORN, Freemont, Neb.
**SHAW, DAVE**
KRNO, San Bernardino, Cal.
**SHAW, DON**
WEWO, Laurinebuig, N. C.
**SHAW, CHARLES**
WOLF, Syracuse, N. Y.
**SHAW, STANLEY**
WCOP, Boston, Mass.
**SHAY, JIM**
WCLE, Clearwater, Fla.
**SHAY, ROBERT**
WEW, St. Louis, Mo.
**SHEEHAN, BILL**
WDRC, Hartford, Conn.
**SHELDON, HERB**
Honeymoon in N. Y., Maggi's Private Wire, Eileen Barton Show, Fred Waring Show.
NBC
**SHELLEY, DAVE**
WSUA, Bloomington, Ind.
**SHELLY, WILSON**
KRLD, Dallas, Tex.
**SHELTON, BILL**
WKTM, Mayfield, Ky.
**SHELTON, FLOYD**
KSTA, Coleman, Tex.
**SHELTON, JIM**
KTAN, Sherman, Tex.
**SHEPARD, LAWRENCE**
KAYX, Waterloo, Ia.
**SHEPARD, TOMMY**
WWGP, Sanford, N. C.

**SHEPHERD, CHARLIE**
WDUK, Durham, N. C.
**SHEPPARD, ED**
WGH, Newport News, Va.
**SHEPPE, BOB**
WFOY, St. Augustine, Fla
**SHERMAN, CLAIRE**
WJTN, Jamestown, N. Y.
**SHERRILL, DAVE**
WRLD, West Point, Ga.

## SHERRY, BOB

Announcer, Narrator, Emcee, Newscaster; b. Chattanooga, Tenn., Oct. 15, 1918; ed. U. of Chattanooga, B.A., Adventures of Archie Andrews (NBC); Decision Now (NBC); Author meets the Critics (NBC); The Eternal Light (NBC); American Legion Junior Baseball Shows (NBC); Armstrong Theater of Today.

**SHEWALTER, ART**
WBEX, Chillicothe, O.
**SHIPPE, ROBERT**
WTCO, Campbellsville, Ky.
**SHIRLEY, TOM**
Reader's Digest, Armstrong Theater of Today
CBS
**SHREVE, LEN**
KWJJ, Portland, Ore.
**SHREVE, THERON**
WTAM, Flint, Mich.
**SHUE, PAUL M.**
WAYB, Waynesboro, Va.
**SHUMWAY, HARLEY M.**
KBLF, Red Bluff, Cal.
**SIDNEY, PETE**
KXIC, Iowa City, Ia.
**SILBERBERG, ROBERT**
WNOC, Norwich, Conn.
**SIMMONS, DAVE**
KIST, Santa Barbara, Cal.
**SIMMONS, S. E.**
KRUZ, Santa Cruz, Cal.
**SIMPKINS, PAUL**
WVIM, Vicksburg, Miss.
**SIMPSON, JAMES**
WOIC, Washington, D. C.
**SIMPSON, JIMMY**
WMRC, Greenville, S. C.
**SIMPSON, JOHN**
NBC
**SIMRALL, JOE**
WHB, Kansas City, Mo.
**SIMS, JAY**
Your Hit Parade, Call the Police
NBC
**SIMS, SAM**
WFBM, Indianapolis, Ind.
**SINGER, LAN**
WMLO, Milwaukee, Wis.
**SINOT, WARREN**
WVCG, Coral Gables, Fla.
**SJERIDAN, LEE**
WFIG, Sumter, S. C.
**SJIREK, JIM**
KFYR, Bismarck, N. Dak.
**SKELTON, JOHN R.**
KSAN, San Francisco, Cal.
**SKERDA, JOHN**
WBPZ, Lock Haven, Pa.
**SKILTON, DAN**
WAPO, Chattanooga, Tenn.
**SKINNER, GEORGE**
Circle Arrow Show
NBC
**SKINNER, PAUL**
WTMJ-TV, Milwaukee, Wis.
**SKOGSBERGH, EASTON**
KOMO, Seattle, Wash.
**SLATE, CHARLIE**
WGTM, Wilson, N. C.
**SLATTERY, JOE**
KWTO, Springfield, Mo.
**SLAYTON, GLENN**
WBHP, Huntsville, Ala.
**SLOAN, BILL**
KWHI, Brenham, Tex.
**SLOANE, AL**
WCMW, Canton, O.
**SMALL, MARSHALL**
KUTA, Salt Lake City, Utah
**SMITH, ARTHUR**
WNEB, Worcester, Mass.
**SMITH, BILL**
WAMS, Wilmington, Del.
**SMITH, BILLY**
WSFA, Montgomery, Ala.
**SMITH, BOB**
KCRS, Midland, Tex.
**SMITH, BOB**
KVOR, Colorado Springs, Colo.
**SMITH, BOB**
WCLO, Janesville, Wis.
**SMITH, BORDEN**
WGVA, Geneva, N. Y.
**SMITH, BURRELL**
WGY, Schenectady, N. Y.
**SMITH, CLAYTON**
WAGM, Presque Isle, Me.
**SMITH, DALE**
KOMO, Seattle, Wash.
**SMITH, DAVID L.**
KTBC, Austin, Tex.
**SMITH, DON**
WBNS, Columbus, O.
**SMITH, FLETCHER**
WTNC, Thomasville, N. C.
**SMITH, FRED**
WEBC, Duluth, Minn.
**SMITH, HARRY**
KAKE, Wichita, Kans.
**SMITH, HARRY**
WDZ, Tuscola, Ill.
**SMITH, JAY**
WBTA, Batavia, N. Y.
**SMITH, IRVING**
WCAM, Camden, N. J.
**SMITH, LEE**
WJBW, New Orleans, La.
**SMITH, PAUL**
WNOX, Knoxville, Tenn.
**SMITH, RALPH**
WIKB, Iron Mountain, Mich.
**SMITH, RICHARD**
WMTW, Portland, Me.
**SMITH, ROBERT**
WCCP, Savannah, Ga.
**SMITH, ROBERT D.**
WABI, Bangor, Me.
**SMITH, VERNE**
Adventures of Ozzie and Harriet
CBS
**SMITH, VIC**
WCOG, Greensboro, N. C.
**SMITH, WHEELER**
KOL, Seattle, Wash.
**SNODDY, TOM**
KFEQ, St. Joseph, Mo.
**SNYDER, BOB**
WOLS, Florence, S. C.
**SNYDER, ED**
WDAK, Columbus, Ga.
**SOBOL, JOHNNY**
WILK, Wilkes-Barre, Pa.
**SOUTHARD, BOB**
WMAM, Marinette, Wis.
**SOUTHWICK, ROY**
KID, Idaho Falls, Ida.
**SPAUGH, ROGER**
KOOS, Coos Bay, Ore.
**SPAVENTO, CARL**
WBNY, Buffalo, N. Y.
**SPENCER, W. MONDELL**
KWAL, Wallace, Ida.
**SPENGLER, KEN**
WCVS, Springfield, Ill.
**SPOTTS, JIM**
WISL, Shamokin, Pa.
**SPRINGER, KIRK W.**
KWNW, Wenatchee, Wash.
**SPURLOCK, BOYD**
KGVL, Greenville, Tex.
**SQUIRES, ALONZO G.**
WAYS, Charlotte, N. C.
**STALEY, JOE**
KRE, Berkeley, Cal.
**STAMPS, BILL**
WLAC, Nashville, Tenn.
**STANGLAND, EIDER**
KSOO, Sioux Falls, S. Dak.
**STANLEY, GEORGE**
WKIX, Columbia, S. C.
**STANLEY, HAL**
WSSB, Durham, N. C.
**STANTON, BOB**
KXIT, Dalhart, Tex.
**STANTON, FRED**
KNEW, Spokane, Wash.
**STANTON, KARL**
KTRM, Beaumont, Tex.
**STAPLES, LLOYD**
WHEB, Portsmouth, N. H.
**STARBUCK, BERYL**
WMT, Cedar Rapids, Ia.
**STARK, CHARLES**
The Guiding Light, Bob Hawk Show
CBS

## STARK, RICHARD S.

Announcer, writer, producer; b. Grand Rapids, Mich., Nov. 11, 1911; ed. Cornell Univ., B.A. Degree; Jean Sablon; Pepper Young's Family; Joyce Jordan, MD.; Portia Faces Life; Hour of Charm; Frank Sinatra; Mystery of the Week; Christopher Wells; Hit The Jackpot (CBS)

**STARLING, DAVID**
KFI, Los Angeles, Cal.
**STEADMAN, FRED**
KNAF, Fredericksburg, Tex.
**STEELE, JAMES C.**
WIRK, W. Palm Beach, Fla.
**STEELE, JOHN**
KOCY, Oklahoma City, Okla.
**STEFFES, ART**
KWNO, Winona, Minn.
**STEIGER, BRAD**
WXRA, Buffalo, N. Y.
**STEIN, IRV**
KGGF, Coffeyville, Kans.
**STEMKAMP, JOHN**
KWIL, Albany, Ore.
**STENERSEN, HOMER**
KXLQ, Bozeman, Mont.
**STENGER, FRANK**
WHUC, Hudson, N. Y.
**STENGER, PETE**
WEPM, Martinsburg, W. Va.
**STEPHENS, GENE**
WINR, Binghamton, N. Y.
**STEPHENS, JOE**
WDWD, Dawson, Ga.
**STEPHENSON, BOB**
KLEE, Houston, Tex.
**STEPHENSON, BYRON**
KRLC, Lewiston, Ida.
**STEPHENSON, RON**
WJAC, Johnstown, Pa.
**STEPLER, HAROLD**
WMAL-TV, Washington, D. C.

## STERLING, LEN

FBI in Peace & War; Ma Perkins (CBS); Sammy Kaye's Sunday Serenade (ABC); The Brighter Day; Life Can Be Beautiful (NBC); Dutch Masters News (WOR).

**STERRETT, ROBERT**
WTON, Staunton, Va.

**STEVENS, ALSTON**
WITH, Baltimore, Md.
**STEVENS, BURT**
WWGS, Tifton, Ga.
**STEVENS, ED**
WEOL, Elyria, O.
**STEVENS, GEORGE**
WFAA, Dallas, Tex.
**STEVENS, LOUIS**
KOJM, Havre, Mont.
**STEVENS, RALPH**
WTMA, Charleston, S. C.
**STEWART, AL**
KBRO, Bremerton, Wash.
**STEWART, DEANE**
KQW, San Jose, Cal.
**STEWART, FRED**
WNBW, Washington, D. C.

## STEWART, JAY

MC Surprise Package (ABC); It's Fun To Be Young (CBS); Take It Or Leave It (NBC).

**STEWART, MURRAY**
KSOO, Sioux Falls, S. Dak.
**STEWART, ROBERT**
WBRY, Waterbury, Conn.
**STEWART, TOM**
WPAQ, Mt. Airy, N. C.
**STILL, JULIUS**
WGGA, Gainesville, Ga.
**STILLE, ELBERT, JR.**
WHKC, Columbus, O.
**STILLWELL, JACK**
WLS, Chicago, Ill.
**STIR, JACK**
WTSP, St. Petersburg, Fla.
**STOECKEL, RALPH**
KDTH, Dubuque, Ia.
**STONE, ALAN**
WFIL-TV, Philadelphia, Pa.
**STONE, CHARLES L.**
KMPC, Los Angeles, Cal.
**STORM, JOHN**
KNBH, Hollywood, Cal.
**STRAITON, DAVE**
KTOW, Oklahoma City, Okla.
**STRAND, PHIL**
WLPO, La Salle, Ill.
**STRIBLING, BILL**
WORD, Spartanburg, S. C.
**STROIE, EDWARD**
WMNC, Morgantown, N. C.
**STRONG, AL**
KSAM, Huntsville, Tex.
**STRONG, CASEY**
WWXL, Peoria, Ill.
**STROPE, ARNIE**
WFHR, Wisconsin Rapids, Wis.
**STROSHINE, ROBERT A.**
WSPR, Springfield, Mass.
**STROTHAM, WILLIAM**
KDAL, Duluth, Minn.
**STRUTHERS, JACK**
WDNE, Elkins, W. Va.
**STUART, ALLEN**
WMCA, New York, N. Y.
**STULLER, DON**
WHUN, Huntington, Pa.
**STURM, DEAN**
WHTN, Huntington, W. Va.
**SUGAR, DICK**
WEVD, New York, N. Y.
**SULLIVAN, DENNY**
WDOS, Oneonta, N. Y.
**SUNDY, RAY**
KRBC, Abilene, Tex.
**SUTTIN, SCOTT**
WGGG, Gainesville, Fla.
**SVEHLA, WALT**
WQAM, Miami, Fla.
**SWANEY, FRED**
WRBC, Jackson, Miss.
**SWANSON, BOYD**
KOL, Seattle, Wash.
**SWANSON, ROBERT**
WISC, Madison, Wis.
**SWANWICK, WILLIAM**
WALL, Middletown, N. Y.
**SWEENEY, BROOKS**
WCAW, Charleston, W. Va.
**SWEENEY, WARREN**
Saturday Night Serenade
CBS
**SWENSON, WARD**
WILS, Lansing, Mich.
**SWIHART, WALTER**
WING, Dayton, O.
**SWOPE, RALPH**
WDBJ, Roanoke, Va.
**SYLVESTER, DICK**
KRPL, Moscow, Ida.
**SYMES, BILL**
KTSL, Hollywood, Cal.

## —T—

**TABER, JIM**
WBUY, Lexington, N. C.
**TAPLER, VINCE**
WTPR, Paris, Tenn.
**TARKINSON, CHARLES**
WLAW, Lawrence, Mass.
**TATE, ART**
WBSR, Pensacola, Fla.
**TATE, VERNER**
WFBC, Greenville, S. C.
**TAYLOR, BILL**
WNNC, Newton, N. C.
**TAYLOR, BRAD**
WLBJ, Bowling Green, Ky.
**TAYLOR, CLAUDE**
WJP, Jacksonville, Fla.
**TAYLOR, DONALD A.**
WHEB, Portsmouth, N. H.
**TAYLOR, JACK**
WINN, Louisville, Ky.
**TAYLOR, PAUL**
KFRM, Kansas City, Mo.
**TAYLOR, PAUL**
KMBC, Kansas City, Mo.
**TAYLOR, WILL**
WSID, Baltimore, Md.
**TEAGUE, B. F.**
KWHI, Brenham, Tex.
**TEAS, WALTER**
KVOO, Tulsa, Okla.
**TELLER, DICK**
WSIR, Winter Haven, Fla.
**TEMPLETON, JOSEPH**
WNAE, Warren, Pa.
**TERFLER, RICHARD**
WCKB, Dunn, N. C.
**TERRANDO, JOSEPH**
WLPO, LaSalle, Ill.
**TERRY, AL**
KVOL, Lafayette, La.
**TERRY, CHEM**
WBAP-TV, Fort Worth, Tex.
**TESCH, BUD**
WBEN-TV, Buffalo, N. Y.
**TETRAULT, ERNEST**
WTRY, Troy, N. Y.
**THIBEAULT, JOSEPH**
WEAN, Providence, R. I.
**THOMAS, AL**
WAGC, Chattanooga, Tenn.
**THOMAS, CLYDE**
WROD, Daytona Beach, Fla.
**THOMAS, EARL**
WTND, Orangeburg, S. C.
**THOMAS, ED**
WOMT, Manitowoc, Neb.
**THOMAS, FRANK**
WTNC, Thomasville, N. C.
**THOMAS, D. GLENN**
WJEJ, Hagerstown, Md.
**THOMAS, GORDON**
WTMJ, Milwaukee, Wis.
**THOMAS, HAL**
KNEW, Spokane, Wash.
**THOMAS, PETER A.**
WMC, Memphis, Tenn.
**THOMAS, RAY**
WHAN, Charleston, S. C.

## THOMAS, ROLLIE

KFI, Los Angeles, Cal.

**THOMAS, MATT**
WMAR-TV, Baltimore, Md
**THOMAS, VERNE**
KOLE, Port Arthur, Tex.
**THOMAS, WILLIAM R.**
KORA, Bryan, Tex.
**THOMPSON, BOB**
KWSL, Lake Charles, La.
**THOMPSON, ELWOOD**
WTBO, Cumberland, Md.
**THOMPSON, GEORGE**
WELI, New Haven, Conn.
**THOMPSON, HAL**
KFJZ, Fort Worth, Tex.
**THOMPSON, RICHARD**
WKRZ, Oil City, Pa.
**THOMS, EARLE**
KXA, Seattle, Wash.
**THOMSEN, NORMAN**
KAYL, Storm Lake, Ia.
**THORNTON, CLARKE**
WTTG, Washington, D. C.
**THUESON, DEAN**
KLO, Ogden, Utah
**THUROW, DEAN**
KLPM, Minot, N. D.
**TIBBETTS, CARL V.**
KTXN, Austin, Tex.
**TIGHE, AL**
KMHL, Marshall, Minn.
**TIGHE, RONNIE**
WJAG, Norfolk, Neb.
**TILLMAN, JOHN**
WPIX, New York, N. Y.
**TITUS, FRANK**
WENE, Endicott, N. Y.
**TOBY, MARK**
WEVD, New York, N. Y.
**TOLBERT, JOE**
WNOX, Knoxville, Tenn.
**TOMPKINS, BILL**
KOGT, Orange, Tex.
**TOPMILLER, JAMES**
WKCT, Bowling Green, Ky.
**TOPP, WARREN**
WEW, St. Louis, Mo.
**TORRISI, TOM**
WJSW, Altoona, Pa.
**TOWER, JOHN**
KTAE, Taylor, Tex.
**TOWNE, GORDON**
WSIR, Winter Haven, Fla.
**TOWNSEND, SAM**
WCNU, Crestview, Fla.
**TRAMMEL, LAMAR**
WAGF, Dotham, Ala.
**TRANTER, CHARLES**
WNAE, Warren, Pa.
**TRANUM, CHUCK**
WABD, New York, N. Y.
**TRAUTWEIN, JAMES**
WSPD-TV, Toledo, O.
**TRAVIS, HARRY**
WKZO, Kalamazoo, Mich.
**TRENT, RAY**
KAMQ, Amarillo, Tex.
**TRENT, ROBERT**
KYNO, Fresno, Cal.
**TRENXLER, LARRY**
WMPS, Memphis, Tenn.
**TRIBLEY, HANK**
WGTC, Greenville, N. C.
**TRIGG, JACK**
KCMC, Texarkana, Tex.
**TRIPP, ROBERT**
WEEK, Peoria, Ill.
**TROTTER, JOHN**
KFSA, Fort Smith, Kans.

**TROUT, WAYNE**
WSBA, York, Pa.
**TUBBY, CARMEN**
WAVL, Apollo, Pa.
**TUCKER, FRANK**
WCOV, Montgomery, Ala.
**TUCKER, LINDSAY**
WKDK, Newberry, S. C.
**TUCKER, TED**
KTTE, Springfield, Mo.
**TUELL, GORDIE**
KIRO, Seattle, Wash.
**TUPPER, HOWARD**
WGY, Schenectady, N. Y.
**TURNER, DEAN**
KGGF, Coffeyville, Kans.
**TURNER, JIM**
KOGT, Orange, Tex.
**TURNER, PAUL**
WPIC, Sharon, Pa.
**TURNER, TINY**
WFRC, Reidsville, N. C.
**TURNER, S. G.**
WMOC, Covington, Ga.
**TUTEWILLER, CHARLIE**
WHNC, Henderson, N. C.
**TUTTLE, ROGER, JR.**
NBC
**TWOMEY, MORRIS**
KVWC, Vernon, Tex.

## —U—

**UBEL, V.**
KROC, Rochester, Minn.
**ULBRICH, RAY**
WSOO, Sault Ste. Marie, Mich.
**ULMER, ROACH**
KSTP-TV, St. Paul-Minneapolis, Minn.
**UMBACH, BOB**
WJLD, Bessemer, Ala.
**UNDERHILL, LEO**
WCKY, Cincinnati, O.
**UNDERWOOD, DON**
WDSR, Lake City, Fla.
**UNDERWOOD, HERB**
WGGG, Gainesville, Fla.
**URBAN, JOHN**
WWNY, Watertown, N. Y.
**UZZLE, FREDERICK B.**
KSOK, Arkansas City, Kans.

## —V—

**VACCA, JOHN**
KECK, Odessa, Tex.
**VAINRIB, STAN**
WTNB, Birmingham, Ala.
**VALENTINE, JIMMY**
KSTP, St. Paul-Minneapolis, Minn.
**VALLE, DAN**
WFAS, White Plains, N. Y.
**VANDERLINGEN, LOU**
KIUP, Durango, Colo.
**VAN DERWERKER, HOMER**
KSON, San Diego, Cal.
**VAN DYKE, JOE**
WCMA, Corinth, Miss.
**VAN ELLS, NEAL**
WBOW, Terre Haute, Ind.
**VAN HORN, ARTHUR**
WOR, New York, N. Y.
**VAN KLEEK, BOB**
WOLF, Syracuse, N. Y.
**VANN, FRANK**
WTAR, Norfolk, Va.
**VAN SLYCKE, HARRY**
KNAF, Fredericksburg, Tex.
**VAN STEENBURGH, BILL**
WPTR, Albany, N. Y.
**VARBLE, LES**
WCTT, Corbin, Ky.
**VARNER, BOB**
KFRU, Columbia, S. C.
**VARNUM, GEORGE**
WPIT, Pittsburgh, Pa.
**VASTINE, ROY**
WAPY, Portsmouth, O.
**VAUGHN, ED**
WAIM, Anderson, S. C.
**VEGA, WILLIAM L.**
KCOR, San Antonio, Tex.
**VESEL, ROBERT**
WESA, Charleroi, Pa.
**VIGDER, FRED**
WTAG, Green Bay, Wis.
**VINES, LEE**
Studio One, County Fair
CBS
**VINROOT, FRED W.**
WGIV, Charlotte, N. C.
**VINSON, JIMMY**
WBML, Macon, Ga.
**VOGT, KEN**
WMLO, Milwaukee, Wis.
**VOLK, JOHN**
WALL, Middletown, N. Y.
**VONDELL, JOHN**
WHYN, Holyoke, Mass.
**VON ZELL, HARRY**
Radio Master of ceremonies, comedian, motion picture actor; b. Indianapolis, Ind., July 11, 1906; Eddie Cantor Show (NBC); Duffy's Tavern (Guest) (NBC); Frank Morgan Hope Chest (CBS); Smiths of Hollywood.
**VOSBURGH, RICHARD**
WENE, Endicott, N. Y.

## —W—

**WADE, JESS**
KTTS, Springfield, Mo.
**WADE, TOM**
WINX, Washington, D. C.
**WAGNER, BOB**
KBUC, Corona, Cal.
**WAGNER, MURRAY**
Double or Nothing
CBS
**WALK, LEONARD**
WHOD, Homestead, Pa.
**WALKER, BILL**
WROL, Knoxville, Tenn.
**WALKER, CHARLIE**
KVIC, Victoria, Tex.
**WALKER, EDDIE**
KVLH, Pauls Valley, Okla.
**WALKER, NORMAN**
WSSV, Petersburg, Va.
**WALLACE, NEAL**
KFBC, Cheyenne, Wyo.
**WALLER, ART**
WLOS, Asheville, N. C.
**WALLINGTON, JIMMY**
The Tony Martin Show
ABC
CBS
**WALRATH, GLEN**
WPTR, Albany, N. Y.
**WALROD, TRUMAN**
KIOA, Des Moines, Ia.
**WALTERS, BILL**
WMAM, Marinette, Wis.
**WALTERS, JACK**
WCNC, Elizabeth City, N. C.
**WALTMAN, LAVELLE**
WAVE, Louisville, Ky.
**WANDELL, JACK**
WSNY, Schenectady, N. Y.
**WAMKE, HUGH**
WITH, Baltimore, Md.
**WARD, BAXTER**
WMAL-TV, Washington, D. C.
**WARD, BOB**
WWSR, St. Albans, Vt.
**WARD, DARON**
WGBR, Goldsboro, N. C.
**WARD, ERNEST**
WKNY, Kingston, N. Y.
**WARD, GORDON**
WNBK, Cleveland, O
**WARD, JAMES**
WBAX, Wilkes-Barre, Pa.
**WARE, JACK**
KCRG, Cedar Rapids, Ia.
**WARNER, CARL**
WJJD, Chicago, Ill.
**WARNER, FORD**
KDON, Monterey, Cal.
**WARREN, BASIL B.**
KVOA, Tuscon, Ariz.
**WARREN, BAILY**
KGB, San Diego, Cal.
**WARREN, BOB**
NBC
**WARREN, CARLTON**
WOR, New York, N. Y.
**WARREN, JOE**
WEEB, Southern Pines, N. C.
**WASHABAUGH, RAY**
WOKZ, Alton, Ill.
**WASHINGTON, JOHN**
WGBB, Freeport, N. Y.
**WATKINS, DICK**
KSIM, Sikeston, Mo.
**WATSON, AL**
WSIC, Statesville, N. C.
**WATSON, ED**
KEX, Portland, Ore.
**WATTS, CLAY**
WKBC, North Wilkesboro, N. C.
**WATTS, SAM**
KWBR, Oakland, Cal.
**WAYNE, BERT**
WNEW, New York, N. Y.
**WEAVER, BEN**
KIMA, Yakima, Wash.
**WEAVER, JACKSON**
WMAL, Washington, D. C.
**WEAVER, TED**
WFAU, Augusta, Me.
**WEBB, BOB**
WROD, Daytona Beach, Fla.
**WEBB, DEWEY**
WBHP, Huntsville, Ala.
**WEBB, DON**
WSAI, Cincinnati, O.
**WEBBER, FRED**
WFIL, Philadelphia, Pa.
**WEBER, JOHN P.**
WIP, Philadelphia, Pa.
**WEBSTER, DAVIES**
WJNO, West Palm Beach, Fla.
**WEBSTER, JOSEPH**
WVPO, Stroudsburg, Pa.
**WEDGWOOD, ORRIN**
KIEV, Glendale, Cal.
**WEEKS, EDDIE L.**
KABR, Aberdeen, S. Dak.
**WEGMET, NORM**
KWYO, Sheridan, Wyo.
**WEIGAND, JOHN**
WFRL, Freeport, Ill.
**WEIGLE, FRANN**
WAIT, Chicago, Ill.
**WEINTRAUB, WARREN**
KRAM, Las Vegas, Nev.
**WEIR, DEAN**
KOAM, Pittsburg, Kans.
**WEIR, TOM**
KPOW, Powell, Wyo.
**WEISHAAR, LYLE**
KSDN, Aberdeen, S. Dak.
**WEISS, FRED**
WIBA, Madison, Wis.
**WEIST, DWIGHT**
We the People, Grand Slam, Inner Sanctum, Adventures of the Thin Man (CBS); Aldrich Family (NBC).
**WELCH, VAN**
KELK, Elko, Nev.
**WELLINGTON, JOHN**
WLBZ, Bangor, Me.
**WELLS, BOB**
WEBR, Buffalo, N. Y.

**WELLS, GERRY**
WMAS, Springfield, Mass.
**WELLS, RAY**
WJMS, Ironwood, Mich.
**WELTE, BOB**
KDYL, Salt Lake City, Utah
**WERMONT, IRVING**
WMEX, Boston, Mass.
**WESLEY, JIM**
WJPG, Green Bay, Wis.
**WESTERFIELD, JERRY**
WBYS, Canton, Ill.
**WESTERKAMP, DICK**
WTIC, Hartford, Conn.
**WESTON, ED**
WCCC, Hartford, Conn.
**WHEDBEE, CHARLES**
WGTC, Greenville, N. C.
**WHEELER, BILL**
WINR, Binghamton, N. Y.
**WHEELER, TONY**
WARC, Rochester, N. Y.
**WHICHNER, JERRY**
WBUX, Doylestown, Pa.
**WHITAKER, GENE**
WDUK, Durham, N. C.
**WHITE, DON**
KIT, Yakima, Wash.
**WHITE, FRANK**
KFBC, Cheyenne, Wyo.
**WHITE, JAMES**
WSUA, Bloomington, Ind.
**WHITE, JERRY**
WJMJ, Philadelphia, Pa.
**WHITE, PAT**
WCMA, Corinth, Miss.
**WHITEFIELD, BETTY**
WINK, Fort Myers, Fla.
**WHITMAN, DON**
KRNO, San Bernardino, Cal.
**WHITNEY, DON**
KLCN, Blytheville, Ark.
**WHITNEY, PHIL**
WINC, Winchester, Va.
**WHITTAKER, EDWIN**
WNBF, Binghamton, N. Y.
**WHITTAKER, TOM**
WKLY, Hartwell, Ga.
**WHITTEN, WILFRED**
WRDO, Augusta, Me.
**WICKERSHAM, HARRY**
KSAN, San Francisco, Cal.
**WICKS, JOHNNY**
WATW, Ashland, Wis.
**WIDMARK, HERBERT**
KENT, Shreveport, La.
**WIENERT, A. C., JR.**
WMAR-TV, Baltimore, Md.
**WILAON, GLEN**
WPAR, Parkersburg, W. Va.
**WILBUR, GORT**
WJNC, Jacksonville, N. C.
**WILCOX, HARLOW**
Baby Snooks
CBS
**WILCOX, JOHN**
WIP, Philadelphia, Pa.
**WILEY, BOB**
WAKR, Akron, O.
**WILKE, HERBERT**
WUSN, Charleston, S. C.
**WILKINS, KIRK A.**
KCSU, Provo, Utah
**WILLARD, DICK**
WOR, New York, N. Y.
**WILLARD, SID**
WEAM, Arlington, Va.
**WILLFORD, CARL**
KANA, Anaconda, Mont.

**WILLIAMS, ALUN**
Radio Producer, Announcer, Commentator; b. Ferndale, Wales, G.B.; University of Washington, B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall, Joyce Jordan, Life of Riley (NBC); Serving Thru Science (WABC-Tele).

**WILLIAMS, BILL**
WILK, Wilkes-Barre, Pa.
**WILLIAMS, BUS**
KOPO, Tuscon, Ariz.
**WILLIAMS, DAN H.**
KTXN, Austin, Tex.
**WILLIAMS, FRANK**
KFRM, Kansas City, Mo.
**WILLIAMS, FRANK**
KMBC, Kansas City, Mo.
**WILLIAMS, GERALD**
WKAP, Allentown, Pa.
**WILLIAMS, JACK**
WGBS, Miami, Fla.
**WILLIAMS, LYLE**
WJVB, Jacksonville Beach, Fla.
**WILLIAMSON, GORDON**
WTTG, Washington, D. C.
**WILLING, SEYMOUR**
KWTC, Barstow, Cal.
**WILLIS, JOHN**
KTMS, Santa Barbara, Cal.
**WILLS, JOE**
KXOL, Fort Worth, Tex.
**WILLSE, BILL**
WWNR, Beckley, W. Va.
**WILSON, DAVID M.**
KFH, Wichita, Kans.
**WILSON, DON**
KIMO, Independence, Mo.
**WILSON, DON**
The Jack Benny Show
NBC
**WILSON, GLENN**
WIRE, Indianapolis, Ind.
**WILSON, JIM**
KFMJ, Tulsa, Okla.
**WILSON, KEN**
WGST, Atlanta, Ga.
**WILSON, VAN**
WDAE, Tampa, Fla.
**WINDROW, AL**
KNPT, Newport, Ore.
**WINN, BERT**
KXOB, Stockton, Cal.
**WINN, PETER**
WDSR, Lake City, Fla.
**WINTERS, RICHARD**
WAAF, Chicago, Ill.
**WOBUS, BILL**
WJOB, Hammond, Ind.
**WOLF, JOHN ALLEN**
WJJJ, Montgomery, Ala.
**WOLFE, ROGER**
WDSU, New Orleans, La.
**WOLFIS, DICK**
WKBZ, Muskegon, Mich.
**WOLOSON, MIKE**
WSCR, Scranton, Pa.
**WOMACK, BURL**
WSB-TV, Atlanta, Ga.
**WOOD, EARL**
WJHP, Jacksonville, Fla.
**WOOD, FORREST**
WLOS, Asheville, S. C.
**WOODS, CHARLES**
Midnight Music Shop, Ethel & Albert
ABC
**WOODS, JACK**
WWXL, Peoria, Ill.
**WOODS, JIM**
WCON, Atlanta, Ga.
**WOODWARD, HAL**
Junior Jamboree
WLW-T, Cincinnati, O.
**WOODWARD, RAY**
WWNF, Fayetteville, N. C.
**WOOLERY, DICK**
WMBM, Miami Beach, Fla.
**WOOLEY, HARRISON**
KFRC, San Francisco, Cal.
**WOOLF, CARL**
WMVG, Milledgeville, Ga.
**WORKHOVEN, MERRILL**
WOW, Omaha, Neb.
**WREN, EVERETTE**
KTLN, Denver, Colo.
**WRIGHT, DOUGLAS**
WWJ-TV, Detroit, Mich.
**WRIGHT, HOLLY**
WRC, Washington, D. C.
**WRIGHT, RICHARD**
WALL, Middletown, N. Y.
**WRIGHT, WILL**
KDYL, Salt Lake City, Utah
**WULCHIN, STEVE**
KSYC, Yreka, Cal.
**WUNDERLICH, JOHN H.**
WGUY, Bangor, Me.
**WYMER, JACK**
WING, Dayton, O.
**WYNN, DICK**
KTSL, Hollywood, Cal.
**WYNN, JAMES**
WAIR, Winston-Salem, N. C.

## —Y—

**YACK, GEORGE**
WMRF, Lewistown, Pa.
**YEAGER, JACK**
KGFW, Kearney, Neb.
**YEAROUT, WILLIAM**
WREN, Topeka, Kans.
**YEARSLEY, JULIE**
KBRC, Mount Vernon, Wash.
**YELLAND, E. STARR**
KOA, Denver, Colo.
**YORK, JOHN P.**
KGKB, Tyler, Tex.

**YOUNG, CHARLES J.**
(Jerry Strong); Announcer; b. Frederick, Md., Oct. 16, 1915; ed. Cassel Conservatory of Music, Jarvis School of Dramatics and Voice. MC 1 hour luncheon prog. Mon.-Sat.; MC 1 hour jazz prog. Sat.; Strong Reviews News, Mon.-Sat.; Motorola TV prog.; Special on sport broadcasts.

**YOUNG, DUANE**
WWNH, Rochester, N Y..
**YOUNG, FRED**
KRAM, Las Vegas, Nev.
**YOUNG, JIM**
WGNH, Gadsden, Ala.
**YOUNG, JIMMY**
WHHM, Memphis, Tenn.
**YOUNG, O. C.**
WHIS, Bluefield, W. Va.
**YOUNG, PRESTON**
WHLF, South Boston, Va.
**YOUNG, ROBERT B.**
KOA, Denver, Colo.
**YOUNG, STAN**
WJBO, Baton Rouge, La.
**YOUNGISVER, JOHN**
WNOK, Columbia, S. C.
**YOUSE, ROBERT**
WBRK, Pittsfield, Mass.
**YOWELL, JOE**
KXOX, Sweetwater, Tex.
**YUKMAN, FRANK**
WADC, Akron, O.

## —Z—

**ZAK, WILLIAM J., JR.**
KORA, Bryan, Tex.
**ZENT, MAX**
KSWS, Roswell, N. Mex.
**ZIMMERMAN, BOB**
WTNS, Coshocton, O.
**ZIMMERMAN, CARL**
WFOX, Milwaukee, Wis.
**ZIMMERMAN, FRANK**
WNDB, Daytona Beach, Fla.
**ZUCCARO, A. BERNARD**
WCLA, Baton Rouge, La.
**ZUNDEL, DONOVAN**
KPDQ, Portland, Ore.

# Backstage

## people in network radio-TV production—1948

### —A—

**ALLEN, GEORGE**
Western Prog. Dir. (CBS); b. May 10, 1899, Spokane, Wash.; ed.: U. of Washington, Bush Conservatory; The Whistler, Your Stand-in, Meet the Missus, Free For All (CBS).

**ALLISON, ROBERT**
People's Platform, CBS
**ANDERSON, HOWEY**
Rocking Chair Ranch
KDYL, Salt Lake City, Utah
**ARRIES, LES**
Bob Wolff Show
WTTG, Washington, D. C.
**AYERS, TED**
WNBW, Washington, D. C.

### —B—

**BAGWELL, KEN**
KLEE-TV, Houston, Tex.
**BARRY, KEN**
KSTP-TV, St. Paul-Hpls., Min.
**BARTH, BERNIE**
WLW-TV, Cincinnati, O.
**BEAUMONT, AL**
Grenadiers
WTMJ-TV, Milwaukee, Wis.
**BERLOW, IRAN**
WBZ-TV, Boston, Mass.
**BERNARD, DON**
Screen Guild Players, CBS
**BLACKWELL, BURT**
WAVE-TV, Louisville, Ky.
**BLAIR, JAMES**
WOIC, Washington, D. C.
**BLAIR, LEONARD**
Superstition, ABC
**BOURBON, DIANA**
Club 15, CBS

**BRINKLEY, JACK**
Announcer, producer; Judy and Jane, night manager and announcer, WLS, Chicago; Recordist of Breakfast in the Blue Ridge; Producer, MC, of Silver Sail poetry program.

**BYRON, EDWARD ARMOUR**
Producer, director, writer; b. Newport, Ky., Oct. 22, 1905; Ohio State Univ.; Univ. of Cincinnati; Mr. District Attorney, Christopher Wells (CBS).

### —C—

**CAHAN, GEORGE M.**
KECA, Los Angeles, Cal.
**CARNEY, JOHN**
Give and Take, Arthur Godfrey Scouts Red Barber Club House, CBS.
**CHANCE, AL**
Mary Lee Taylor
CBS
**CHRISTENSEN, CHARLES**
WNBW, Washington, D. C.
**CLEARY, JACK**
Get Rich Quick
ABC

**COTT, TED**
Writer, director, producer; b. Poughkeepsie, N. Y., Jan. 1, 1917; CCNY; So You Think You Know Music (MBS); Program manager (WNEW); Producer, Rumplstilskin, Aesop's Fables, Children's Opry House, Tom Thumb; Mother Goose Party for Merrie-Go-Round Record.

**COTTEN, BOB**
Ethel and Albert
ABC
**CRANDALL, BRAD**
WSB-TV, Atlanta Ga.
**CROTHERS, GEORGE**
In My Opinion
CBS

### —D—

**DEVINE, JERRY**
Writer, producer, director; b. Boston, Mass., Nov. 11, 1908; ed. Professional Children's School; This Is Your FBI (ABC).

**DOUGLAS, MILTON**
WABD, New York, N. Y.
**DOWTY, BYRON**
WDSU-TV, New Orleans, La.

### —E—

**ELLIS, ELMO**
WSB-TV Atlanta, Ga.

### —F—

**FATES, GILBERT**
WCBS-TV, New York, N. Y.
**FAUST, DON**
WLW-T, Cincinnati, O.
**FAY, PAT**
WABD, New York, N. Y.
**FEIGAY PAUL**
WCBS-TV, New York, N. Y.

**FISHER, MAGGY**
Finder's Keepers (NBC)
Piano Playhouse (ABC)

**FLANAGAN, AL**
Ballet Vignettes
KTSL, Hollywood, Cal.
**FORBES, DON**
KLAC-TV, Hollywood, Cal.
**FURNESS, JAMES N.**
WSB-TV Atlanta, Ga.

### —G—

**GARDNER, PAUL**
Writer for radio and magazines; b. New York, N. Y., July 13, 1907; Lou Little (Tele).

**GARRISON, GREG**
Stand By For Crime
WENR-TV, Chicago, Ill.
**GAUNT, JOHN E.**
Starlight Time Nocturne, Designed For Women
KNBH, Hollywood, Cal.
**GIBNEY, JACK**
Skip Farrell Show
WENR-TV, Chicago, Ill.
**GIFFEN, RALPH**
WBZ-TV, Boston, Mass.
**GILBERT, LIVINGSTON**
WAVE-TV Louisville, Ky.

**GOODSON, MARK**
Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasure Salute, Winner Take All, Hit the Jackpot, Time's A-Wasting.

**GOTTLEIB, LESTER**
Sing It Again
CBS
**GRAFF, E. JONNY**
WBKB, Chicago, Ill.
**GREEN, DAVE**
WXYZ-TV, Detroit, Mich.

### —H—

**HALL, LEE**
WHNC-TV, New Haven Conn.
**HALLMAN, DON**
WXYZ-TV, Detroit, Mich.

**HENLEY, ART S.**
Writer, producer; b. New York, N. Y., Sept. 9, 1921; ed. Yale Univ., B.A.; CCNY; Pratt Univ., M.E.; Lecturer: NYU, Radio Writers Guild Seminar, Gagwriters Institute; Honeymoon in N.Y. (NBC); 13 by Henley; Kate Smith Show; Lady Dick; The Welcome Wagon.

**HENRY, FRED**
KLAC-TV, Hollywood, Cal.
**HIESTAND, ROBERT**
KFI-TV, Los Angeles Cal.
**HIGGINS, KEN**
KFI-TV, Los Angeles, Cal.
**HOLOWCHAK, E.**
WWJ-TV, Detroit, Mich.
**HORTAN, HERBERT**
WFIL-TV, Philadephia Pa.

## —J—

**JACOBER, WARREN**
WBEN-TV, Buffalo, N. Y.
**JENNINGS, BOB**
Go For The House, Mr. President
ABC
**JONES, CLARK**
Floor Show
WPIX, New York, N. Y.

## —K—

**KAIGLER DAVE**
WCAU-TV, Philadelphia, Pa.
**KALLAY, ED**
WAVE-TV, Louisville, Ky.
**KELLER, FRED**
WBEN-TV, Buffalo, N. Y.
**KENT, RIKEL**
WLW-T, Cincinnati, O.
**KILIAN, FRED**
ABC-TV Players
WENR-TV, Chicago, Ill.
**KOSTE, WALTER**
WWJ-TV, Detroit, Mich.

## —L—

**LEAMAN, JAMES**
KFI-TV, Los Angeles, Cal.
**LEWIS COLBY**
What's New
WTMJ-TV, Milwaukee, Wis.
**LOREN, JAMES**
WAGA-TV, Atlanta, Ga.
**LOVETON, JOHN**
Mr. and Mrs. North
CBS

### LOUGHRANE, BASIL

Light of the World (NBC); Sherlock Holmes (MBS).

**LYMAN, JACK**
Prevue, Game Room
KNBH, Hollywood Cal.

## —Mc—

**MacKGREGOR, JOCK**
WOR, New York, N. Y.
**McKINNIE, BYRON**
WABD, New York, N. Y.
**McNAMARA, JIM**
KLAC-TV, Hollywood. Cal.

## —M—

**MACK, DICK**
Joan Davis Show
CBS
**MARCEAU, BILL**
WABD, New York, N. Y.
**MARQUIS, ARNOLD**
The Key, ABC, Palm Springs Fashion Roundup, March of Dimes, Suspense.
**MARTINI, ROLAND**
Saturday Night Serenade
CBS
**MEREDITH, ROY A.**
WCAU-TV, Philadelphia, Pa.

## —O—

**O'BRIEN, JEAN**
WNHC-TV, New Haven, Conn.
**O'MEARA, CARROLL**
Views of Youth. Sunday at Home
KNBH Hollywood, Cal.

## —P—

**PHELPS, STUART**
KTTV, Los Angeles, Cal.
**POWERS, CITARLES**
Our Job Is Manhattan
ABC
**PIERCE, SAM**
Dick Haymes Show
CBS

## —R—

**RANALLO, CHARLES**
WNBK, Cleveland, O.
**RANGER DANNY**
Television Workshop
KDYL, Salt Lake City, Utah.
**RAYEL, JACK**
WABD, New York, N. Y.
**RITTER, ROBERT**
WWJ-TV, Detroit, Mich.
**RITTS, PAUL**
KTTV Los Angeles, Cal.
**ROBERTS, CLEDGE**
The Drawing Game
WPIX, New York, N. Y.
**ROLAND, WILL**
Arthur Godfrey Show
CBS
**ROPER, DON**
Meet Mrs. Markel, Hayloft Conservatory
WTTG, Washington. D. C.
**ROSE, DICK**
The Gloria Swanson Hour
WPIX New York, N. Y.
**ROSS, BERNARD**
WBEN-TV. Buffalo, N. Y.

### RUBIN, JACK

Radio writer, director; b. Warsaw, Poland; NYU; Junior Miss; The O'Neills, Break the Bank; Try and Find Me; By Popular Demand; Pick & Pat Show.

**RUHFEL, AL**
TV Ranch, Holiday for Strings. Barbershop Quartet
WSPD-TV, Toledo, O.

## —S—

**SAWYER, THOMAS**
WBZ-TV Boston, Mass.

### SIMMONS, STANLEY

Produced and directed 13-27 min. TV films, *It's a Woman's World;* Produced and directed 27 min. Musical TV series, *Album of Songs;* Produced and directed TV spots.

**SPENCER, ROBERT J.**
WNBK, Cleveland, O.
**STRAND, PETER**
WXYZ-TV. Detroit, Mich.
**SUMMERHAYS, AL**
Cafe Pariesienne
KDYL, Salt Lake City, Utah

## —T—

**THOMAS SAUNDERS J.**
WNBK, Cleveland, O.
**THOMPSON, TOMMY**
WBAP-TV, Fort Worth, Tex.

### TODMAN, WILLIAM SELDEN

Radio writer, producer, director; b. New York, N. Y., July 31, 1916; Johns Hopkins Univ., B.S.; NYU, A.B.; Winner Take All (CBS); Treasury Salute, Quiz of Two Cities.

**TOMALIN, LES**
WABD. New York, N. Y.

**TORME BOB**
Buddy Weed Show
ABC

## —U—

**ULLRICH, JOHN**
WFIL-TV, Philadelphia. Pa.

## —V—

**VALENTA, LEONARD**
WCAU-TV. Philadelphia. Pa.
**VINSON, ROBERT C.**
Last Affair, Meet the Morans. The First DP's The Hard Way. Smile Time. MBS; One World or None, NBC.

## —W—

**WAHL, ROBERT**
WFIL-TV Philadelphia, Pa.
**WALBER, ELBERT**
What's The Name Of That Song
KTSL, Hollywood, Cal.
**WIEST GEORGE**
Paul Whiteman Record Club, Chamber Music Hour
ABC

### WILLIAMS, ALUN

Radio producer, announcer, commentator; b. Ferndale, Wales, Great Britain; Univ. of Wash., B.S.; Columbia Workshop (CBS); Murder at Midnight (ABC); Kraft Music Hall (NBC); Joyce Jordan (NBC); Life of Riley (NBC); Tele: Serving Thru Science (WABD).

**WILLIAMSON, GORDON**
Arnold Fine Show, Moppet Show, Kiddie Kapers
WTTG, Washington, D. C..
**WINCKLER, CARLTON**
Don Lee Music Hall
KTSL, Hollywood, Calif.
**WOOD BARRY**
WCBS-TV, New York, N. Y.
**WOODRUFF, FRANK**
KTTV, Los Angeles. Calif.

## —Y—

**YOUNG, SCOTT**
Sports Roundup
WMJ-TV, Milwaukee, Wis.

# Radio-TV Directors

## —and their work during 1948

### —A—

**ADAMS, TED**
CBS
We the People

**ALLEN, GEORGE W.**
Westrn. Prog. Dir. CBS; b: Spokane, Wash. May 10, 1899; ed: Univ. of Wash. Bush Conservatory; The Whistler, Your Stand-In, Meet The Missus, Free For All (CBS).

**ANDREWS, CLARK**
The Fat Man. Famous Jury Trials
ABC

**ANDREWS MARTIN**
My True Story, We Care, Serenade For Strings
ABC

**ASHLEY, IRA**
Grand Central Station
CBS

**ATWELL, MARTHA**
David Harum, Young Widder Brown
CBS, NBC

**AVERY, IRA**
Armstrong's Theater of Today
CBS

### —B—

**BARNES, HOWARD**
Joe Powers of Oakville
CBS

**BASTOW, ANN**
Theater of Today
CBS

**BENSON MITCH**
Stop Me If You've Heard This One
MBS

**BERNS, LARRY**
CBS, Jack Carson Show

**BLAIR, LEONARD**
..Theater U. S. A., American Town Meeting of the Air
ABC

**BLISS, TED**
Adventures of Ozzie and Harriet
CBS

**BOWER, ROGER**
MBS
Broadway Talks Back

**BRENNAN, WILLIAM**
Jan August Show, Jack Smith Show
MBS, CBS

**BROWN HIMAN**
Adventures of the Thin Man, Inner Sanctum
CBS

**BRYAN, EDWARD A.**
Christopher Wells
CBS

**BULOTTI, CHARLES, JR.**
California Melodies
MBS

**BUNKER, WALTER**
Baby Snooks Show
CBS

**BURCH, BILL**
Gene Autry Show
CBS

**BURNETT, MURRAY**
True Detective
MBS

**BURROWS, ABE**
Abe Burrows Show
CBS

**BURTON JAMES**
MBS
Scarlet Queen

**BURTON, KENNETH**
Prudential Family Theater
CBS

**BYRNE, JACK**
Better Half
MBS

**BYRON, EDWARD**
Mr. District Attorney, Christopher Wells
NBC, CBS

### —C—

**CALLAHAN, JACK**
Quiz Kids
MBS

**CARLTON, LEONARD**
County Fair
CBS

**CARNEY, JACK**
Arthur Godfrey's Talent Scouts, Give and Take
CBS

**CARSON, MILTON**
Voice of Prophesy
MBS

**CASHMAN, EDMUND L.**
Tony Martin Show
CBS

**CHARLES, DICK**
What Makes You Tick, Remember the Year, Concert of American Jazz
ABC

**CHRISTENBERRY, CHARLES, W., JR.**

**CLEARY, JOHN**
Kay Kyser Show
ABC

**COLE JOHN**
Shadow, Charlie Chan
MBS

**COLLINS, TED**
Kate Smith Speaks
MBS

**CONDON, MAURICE**
Victor H. Lindlahr
MBS

**COOPER, WYLLIS**
Quiet Please
MBS

**CORDAY, TED**
A Brighter Tomorrow, MBS
Better Crocker, ABC

### —D—

**DANIEL, OLIVER**
Weekend With Music
CBS

**DAVIS, LUCIAN**
Abe Burrows Show
CBS

**DE ANGELO CARLO**
Scotland Year
MBS

**DICK, HENRY**
Gems For Thought, What Makes You Tick, Anna & Eleanor Roosevelt
ABC

**DIETZ, JOHN**
Cabin 13
CBS

**DODGE, FRANK**
Arthur Godfrey, Winner Take All
CBS

**DORN, LARRY**
Emily Post, Quiz
MBS

**DRUCE, OLGA**
Hour of Mystery
MBS

**DUCONVY, ALLEN**
Melody Theater
MBS

### —E—

**EASTMAN, CARL**
Mystery of The Week
CBS

**EHRENREICH, DAN**
Juvenile Jury
MBS

**EMERY, BOB**
Rainbow House (MBS); DuMont Television.

### —F—

**FASSET, JAMES**
Philharmonic Symphony and News
CBS

**FIMBERG HAL**
Spotlight Review
CBS

**FRAMER, WALT**
Strike It Rich, CBS

**FULLER, SAM**
Jack Carson Show
CBS

## — G —

**GOLENPAUL, DAN**
Information Please
MBS

## GOODSON, MARK

**Radio director, producer; b. Sacramento, Calif., Jan. 24, 1915; Univ. of Calif.; A.B.; Portia Faces Life, Treasury Salute, Winner Take All.**

**GORMAN, WALTER**
Young Dr. Malone
CBS

**GRAHAME, JOSEPH**
Candid Microphone
ABC

**GRANT, DAVE**
Heart's Desire
MBS

**GRAYSON, MITCHELL**
Superman
MBS

**GROSS, STEVE**
Lorenzo Jones, Our Gal Sunday
NBC, CBS

**GUEDEL, JOHN**
Truth or Consequences, House Party
NBC, CBS

## — H —

**HAFNER, LES**

**HAMILTON, WILLIAM**
Ted Malone, This Changing World
ABC

**HANCOCK, ORRIE**
CBS World News Roundup
CBS

**HANNA, ARTHUR**
Front Page Farrell, Joyce Jordan, NBC
Perry Mason, CBS

**HARDING, ARRY**
Bob Reid and Orchestra, Strike It Rich
CBS

**HARPER, LENIE**
CBS, County Fair

**HARRIS, LESLIE**
Rosemary
CBS

**HARRISON, JEANNE**
ABC, Boston Blackie

**HAWKES KIRBY**
Captain Midnight
MBS

**HAYS, LOYAL**
What's The Name Of That Song?
MBS

**HERBERT, CHARLES**
Sound Off With Mark Warnow
CBS

**HIGHES, GORDON**
Guiding Light
CBS

**HIGHT, JEAN**
Frontiers of Science
CBS

**HOLINER, MANN**
Old Gold Show
CBS

**HOWARD, CY**
My Friend Erma, Life With Luigi
CBS

**HULL, HENRY, JR.**
Here's To You
CBS

**HUMMERT FRANK**
American Melody Hour
CBS

**HUSTON, TED**
Big Sister
CBS

## — J —

**JOHNSTONE, JACK**
Man Called X
CBS

## — K —

**KLOSE, WOODY**
Red Hook 31
MBS

**KOGAN, DAVID**
Mysterious Traveler
MBS

**KOPLIN, MERT**
Your Ballad Man
MBS

**KUHL, CARL**
Club 15
CBS

## — L —

**LAFFERTY, PERRY**
Block Party
MBS

**LA FRANDRE, JACK**
Chicago Theatre Of The Air
MBS

**LAWRENCE, BILL**
Screen Guild Players
CBS

**LEADER, TONY**
Suspense
CBS

**LEONARD, RICHARD**
Rose of My Dreams; Mr. Keene, Tracer of Lost Persons
CBS

**LEVINE, LEON**
People's Platform
CBS

**LEWIS, AL**
Our Miss Brooks
CBS

**LEWIS, J. C.**
Johnson Family
MBS

**LEWIS, PAUL**
Paul That Refreshes On The Air
CBS

**LEWIS, RICHARD**
Quick As A Flash
MBS

**LOEB, MARX**
Reader's Digest.
CBS

## LOUGHRANE, BASIL

**Sherlock Holmes (MBS); Light Of The World (NBC).**

**LOVETON, JOHN**
Mr. & Mrs. North
CBS

## — M —

**McDERMOTT, TOM**
Wendy Warren & News
CBS

**McGILL, EARLE**
ABC, MBS

**MacGREGOR, JOCK**
Nick Carter, Did Justice Triumph?, For Your Approval
MBS

**MacKEY, Fred**
Lux Radio Theater
CBS

**McKNIGHT, TOM**
New Adventures of Sherlock
ABC

**MACK, DICK**
Joan Davis Show
CBS

**MACK, HELEN**
Let's Pretend, Bill Goodwin Show
CBS

**MACK, NILA**
Let's Pretend
CBS

**MADEVILLE, BETTY**
FBI In Peace and War

**MANSFIELD, IRVING**
Talent Scouts, Morey Amsterdam Show
CBS

**MARKLE, FLETCHER**
Studio One, Ford Theater
CBS

**MARSHALL, WILLIAM**
Story For Today, Metropolitan Opera.
ABC

**MARTIN, DON C.**

**MARTINI, ROLAND**
Saturday Night Serenade
CBS

**MAXWELL, JESSICA**
Hop Harrigan, Adventure Parade
MBS

**MILLER, HAL**
Music For You
CBS

**MONROE, BOB**
High Adventure
MBS

**MORGAN, JAMES**
Queen For A Day
MBS

**MORTON, MAURICE**
Meet Me At Parky's
MBS

**MOSS, HERB**
Hildegarde, Vox Pop.

## —O—

**OCHS, ACE**
Club 15
CBS

**O'DONNELL, GEORGENE**
Hint Hunt
CBS

**O'KEEFE, LESTER**
Electric Theater
CBS

**OPPENHEIMER, JESS**
My Favorite Husband
CBS

**OWEN, FOREST**
Lum 'n' Abner
CBS

## —P—

**PEMBERTON, MURDOCK**
Maggi McNellis Show
ABC

**PHILLIPS, CARL**
Borden Program
CBS

**PHILLIPS, PAUL**
Borden Family
CBS

**PIERCE, PAUL**
Stars Over Hollywood
CBS

**PIERCE, SAM**
Dick Haymes Show
CBS

**POLESIE, HERB**
It Pays To Be Ignorant
CBS

**POWERS, CHARLES**
Our Job Is Manhattan, Famous Jury Trials, Henry Morgan Show
ABC

**PRAGER, BERT**
Meet Corliss Archer
CBS

## —R—

**REAGAN, NEIL**
Dr. Christian
CBS

**REDFORD, BILL**
Hospitality Club
MBS

**RICCA, ERNEST**
Romance of Helen Trent, Strange Romance of Evelyn Winters
CBS

**RICE, HERBERT**
Lanny Ross Show
MBS

**RIPLEY, JOSEPH**
Hour Of Charm
CBS

**RITTER, RICHARD**
Edwin C. Hill
ABC

**ROBSON WILLIAM N.**
Doorway To Life, Hawk Larabee, Escape
CBS

**ROGERS, BEN**
What The Veteran Wants To Know
MBS

**ROUNTREE, MARTHA**
Meet The Press
MBS

**RUDICH, NAT**
Sport Court, NBC

## —S—

**SACK, VICTOR**
Grand Slam
CBS

**SANVILLE, RICHARD**
Escape
CBS

**SCANLAN, WALTER**
Headline Edition
ABC

**SEACREST CECIL**
Tell Your Neighbor
MBS

**SEYDEL, VIC**
Fishing And Hunting Club Of The Air
MBS

**SHAYON, LEWIS ROBERT**
You Are There
CBS

**SHELDON, JAMES**
We, The People
CBS

**SIMMONS, STANLEY**
Producer, Director; It's a Woman's World, Album of Songs, Spot TV Commercials.

**SINCLAIRE, JOAN**
Leave It To The Girls
MBS

**SMITH, BEVERLY**
Second Mrs. Burton
CBS

**SOMERVILLE, WARREN**
Betty Crocker, Woman of Tomorrow, Galen Drake
ABC

**SOUVAINE, HENRY**
A. L. Alexander's Mediation Board
MBS

**SPEARS, HARRY**
Double or Nothing
CBS

**SPIER, WILLIAM**
Adventures of Sam Spade, Suspense, Philip Morris Playhouse
CBS

**STAHL, MYRTLE**
Northwestern Reviewing Stand
MBS

**STEEL, BILL**
Aunt Jenny
CBS

**STEEN, ROBERT**
On Trial
ABC

**SULDS, IRVIN P.**
American Forum Of The Air
MBS

## —T—

**TAYLOR GLENHALL**
Fabulous Dr. Tweedy; Sherlock Holmes

**TITOI, ROCCO**
Sing It Again
CBS

**TODMAN, BILL**
Winner Take All, Hit The Jackpot, Time's A-Wasting (CBS).

**TORMEY, ROBERT**
Headline Edition, Maggi McNellis
ABC

**TRACY, STERLING**
Sweeny & March
CBS

**TYLER, JACK**
Ed Murrow and the News
CBS

## —V—

**VAIL, LESTER**
NBC, Aldrich Family

## —W—

**WARBURTON, CHARLES**
My True Story
ABC

**WARD, AL**
Theater of Romance
CBS

**WARWICK WILLIAM**
Kay Kyser, Metropolitan Auditions of the Air
ABC

**WELLINGTON, JOHN**
Song Of The Stranger
MBS

**WIEST, GEORGE**
Second Honeymoon, Music by Glenn Osser
ABC

**WOLFE, EDWIN**
Ma Perkins
CBS

**WRIGHT, WYNN**
Official Detective, Stephen Graham Family Doctor
MBS

## —Y—

**YOUNG, DAVE**
Family Theater
MBS

# Woman Commentators
## HOME ECONOMISTS
### of Radio Stations in the United States

### Alabama

Adams Carol.....WCOV, Montgomery
Aly, Joanna.....WHMA, Anniston
Bigbee, Nelle.....WMFT, Florence
Brown, Camille.....WSFA, Montgomery
Cousins, Sarah.....WMGY Montgomery
Hall, Martha.....WJJJ, Montgomery
Hawkins Nancy.....WAUD, Auburn
Hudgins, Jewell.....WBRC, Birmingham
Jetton, Joan.....WJLD, Bessemer
Johnson, Dorothy.....WBHP, Huntsville
Littlepage, Evelyn R.....WMFT, Florence
Mahoney, Esther.....WSFA Montgomery
Parrish, Agnes.....WSGN, Birmingham
Perry, Dovey, W.....WHBS, Huntsville
Steadham, Jimmy.....WEBJ, Brewton
Stout, Janette.....WTBF, Troy
Wolf, Alva Craig.....WAPX, Montgomery

### Arizona

Benoit, Virginia.....KOPO, Tucson
Bentley, Elaine.....KTAR Phoenix
Brown, Pauline Bates.....KOY, Phoenix
Day, Norma.....KCMC, Texarkana, Tex.
Evans, "Johnnie".....KCKY, Coolidgem
Hall, Lorrain.....KOOL Phoenix
May, Edna.....KAWT, Douglas
Pulliam, Luella.....KWRZ, Flagstaff
Richey, Jan.....KVOA, Tucson
Weise, Edith.....KYUM, Yuma
Wright Jeanne.....KOY, Phoenix

### Arkansas

Asbell, Maeda.....KELD, El Dorado
Ceil, Linda.....KSOK, Arkansas City
Cordell, Ann.....KELD, El Dorado
Crabaugh, Marjorie.....KXRJ, Russellville
Floey, Dorothy.....KWFC, Hot Springs
Forster Bobbie.....KXLR, No. Little Rock
Houston, Ruby.....No. Little Rock
Prickett, Maxine.....KCLA, Pine Bluff
Spann, June.....KWAK, Stuttgart
Vanatta, Ann.....KFFA, Helena

### California

Alex, Susan.....KSAN, San Francisco
Allegra, Taylor.....KCOK, Tulare
Allen, Lucy.....KSRO Santa Rosa
Antone, Lilyan.....KSAN, San Francisco
Babette, Fashions.....KTSL, Hollywood
Barton Emily.....KFRC, San Francisco
Bye, Bess.....KFRC, San Francisco
Casey, Mary Ann.....KIST, Santa Barbara
Davis, Skip.....KRNO, San Bernardino
Dewsnup, Evelyn.....KWBR, Oakland
Dunlop, Ruth.....KFBK, Sacramento
Findley, Margaret.....KRNO, San Bernardino
Gardner, Dorothy.....KTLA, Los Angeles
Graham Marion.....KHUM, Eureka
Gray, Jeanne.....KMPC, Los Angeles
Guy, Corris.....KTLA, Los Angeles
Hall, Dorothy N.....KPAS, Banning
Hart, Trula.....KEEN, San Jose
Hendrick Peg.....KBUC, Corona
Hepple, Barbara.....KDON, Monterey
Hogan, Lee.....KNBH, Hollywood
Holden, Ann.....KGO, San Francisco
Jadden, Audrey.....KWKW, Pasadena
Jarmon, Jean.....KFXM, San Bernardino
Jewel, Isetta.....KCBQ, San Diego
Johnson, Dottie.....KSON, San Diego
Kerry Katherine.....KQW, San Jose
Kitchen, Katherine.....KFBK, Sacramento, KMJ, Fresno, KWG, Stockton
Lea, Lois.....KCSB, San Bernardino
Lesly Gale.....KTMS, Santa Barbara
Lyn, Carole.....KFMB, San Diego
McCloskey, Katherine.....KDB, Santa Barbara
Mindelle, Grace.....KYNO, Fresno
Morse, Molly.....KGB, San Diego
Pauge, Francis.....KCRA, Sacramento
Penny Prudence.....KTSL, Hollywood
Quinn, Frances.....KFRE, Fresno
Ramey, Wanda.....KWBR, Oakland
Scott, Betty.....KTIP, Porterville
Shapro Ann.....KSBW, Salinas
Sharpe, Marjorie.....KITO, San Bernardino
Simmons, S. E.....KRUZ, Santa Cruz
Smith, Jane.....KVVC, Ventura
Stearns Kit.....KFXM, San Bernardino
Stevenson, Edna.....KERN, Bakersfield
Stewart, Georgina.....KSUE, Susanville
Stuart, Mary Lou.....KIEM, Eureka
Thompson, Ruth.....KYA San Francisco
Tracy, Virginia.....KAFY, Bakersfield
Tumelson, Alice.....KERN, Bakersfield

### Colorado

Carson Sue.....KLZ, Denver
Cimino, Lena.....KSFT, Trinidad
Collope, Mary.....KCOL, Fort Collins
Elliott, Nancy.....KIUP, Durange
Hammersley, Evadna B.....KOA, Denver
Hay, Henrietta.....KFXJ Grand Junction
Homan, Lois.....KBOL, Boulder
Martin, Kay.....KFEL, Denver
Mason, Alice Lee.....KCSJ, Pueblo
Smith, Barbara.....KVOR, Colorado Springs
Strange Eda.....KPHC, Walsenburg
Sylvester, Libby.....KRDO, Colorado Springs

### Connecticut

Bergin, Kay.....WBRY, Waterbury
Cobb, Jane C.....WNLC, New London
Colbert, Jean.....WTIC, Hartford
Dolin, Irene.....WCCC Hartford
Gibson, Claire.....WONS, Hartford
Godwin, Elizabeth.....WTHT, Hartford
Gordon, Beverly.....WAVZ, New Haven
Graham, Margaret.....WTOR, Torrington
Hall Lee.....WNHC, New Haven
Hurlburt, Miriam.....WATR, Waterbury
Jackson, Audrey.....WKNB, New Britain
Julianelle, Patricia.....WAVZ, New Haven
Malovey, Ellen.....WWCO, Waterbury
Naughton, Russ.....WDRC Hartford
O'Brien, Jean.....WNHC, New Haven
Parkes, Connie.....WLIZ, Bridgeport
Pattee, Betty.....WTHT, Hartford
Porter, Jeanne.....WELI, New Haven
Woram, Lorrain.....WCCC, Hartford

### Delaware

Day Doreen.....WAMS, Wilmington

### District of Columbia

Allen, Betti.....WINX, Washington
Crane, Ruth.....WMAL, WMAL-TV, Washington
Foreman, Marie.....WQQW Washington
Markel, Hazel.....WTTG, Washington
Osgood, Nancy.....WNBW, WRC, Washington

## Florida

Barber, Eve ..... WORZ Orlando
Butler, Jane ..... WGBS, Miami
Byron, Eva ..... WALT, Tampa
Carter Mary Lucille ..... WMBM, Miami Beach
Christopher, Marjorie ..... WQAM, Miami
Cloward Patricia L. ..... WDNB, Dayton Beach
Cody, Yvonne ..... WGGG, Gainesville
Colwell, Virginia ..... WLDS, Jacksonville
Daly, Anne ..... WPDQ, Jacksonville
Dowst, Kay ..... WDAE Tampa
Estes, Peggy ..... WTAN, Clearwater
Fleming, Rosemary ..... WBSR, Pensacola
Hamilton Berta ..... WGGG, Gainesville
Hildreth, Margery M. ..... WNDB, Daytona Beach
Jackson, Elizabeth ..... WBSR, Pensacola
Low, Kay ..... WJNO, West Palm Beach
Martin, Ann ..... WEAR, Pensacola
Martin, Edie ..... WJVB, Jacksonville Beach
Mead, Dottie ..... WSPB, Sarasota
Moody, Emily Winston ..... WFLA, Tampa
Mosak, Ruth ..... WCLE Clearwater
Newton, Ruth ..... WKWF, Key West
O'Day, Billy ..... WIOD, Miami
O'Quinn, Peggy ..... WRUF, Gainesville
Parks, Jane ..... WDBO, Orlando
Pierce Jackie ..... WVCG, Coral Gables
Ragsdale, Virginia ..... WRUF, Gainesville
Rawls, Carolina ..... WOBS, Jacksonville
Stanley, Kay ..... WMBR. Jacksonville
Swaggerty, Mary ..... WDHL, Bradenton
Tellegen, Eve ..... WQAM Miami
Whitfield, Betty ..... WINK Fort Myers

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## Georgia

Alford, Kitty ..... WRGA Rome
Gailey, Virginia ..... WKLY, Hartwell
Bell, Alice ..... WERD, Atlanta
Connolly, Mary ..... WAGA, Atlanta
Davis, Maggie ..... WCON, Atlanta
DuPree, Hortense ..... WWGS, Tifton
Farmer, Helen ..... WMAZ, Macon
Flournoy, Rose B. ..... WRBL, Columbus
Fuller, Georgia Smart ..... WFRP, Savannah
Glass, Dorine H. ..... WTOC, Savannah
Hardin, Louise C. ..... WBHF, Cartersville
Heinman, Annemie ..... WGGA, Gainsville
Hinton, Lucille ..... WBHF, Cartersville
Houston, Evelyn B. ..... WRDW, Augusta
Howden, Joy ..... WDAR, Savannah
Hughes, Elizabeth ..... WALB, Albany
Huie, Mildred ..... WGPC, Albany
Law, Grace Taylor ..... WERD, Atlanta
McLean, Donn ..... WSAC, Columbus
Porter, Jocelyn ..... WDAK, Columbus
Porter, Juanita ..... WKTG, Thomasville
Rossiter, Jule ..... WDAR, Savannah
Ward, Del ..... WNEX, Macon
Wasden, Alice ..... WBML, Macon

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## Idaho

Arnold, Kay ..... KLIX, Twin Falls
Barlow, Joyce ..... WVMV, Twin Falls
Cornell, Barbara ..... KIDO, Boise
Favaro, Virginia ..... KRLC, Lewiston
McAllister, Ruthe ..... KRPL, Moscow
McMillan, Valerie ..... KIFI, Idaho Falls
Mitchell, Pat ..... KGEM, Boise
Morris, Carolyn ..... KTFI, Twin Falls
Schultz, Florence ..... KTFI, Twin Falls
Spencer, Betty ..... KWAL. Wallace
Yates, Margaret ..... KSEI, Pocatello

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## Illinois

Ames, Harriet ..... WTAX, Springfield
Buettner, Howard, Mrs. ..... WOKZ, Alton
Campbell. Jean ..... WEEK, Peoria
Chilton, Ruth ..... WJMJ, Chicago
Christine (Bibou) ..... WNMP, Evanston
Crane, Martha ..... WLS, Chicago
Gleason, Patricia ..... WCFL, Chicago
Grey, Ethel ..... WQUA, Moline
Harper, Mary E. ..... WEBQ, Harrisburg
Harris, Virginia ..... WLBH, Mattoon
Hart, Elizabeth ..... WMAQ, Chicago
Hopper, Edna ..... WTMV, East St. Louis
Horner, Margaret ..... WSIV, Pekin
Jeffery, Sylvia ..... WKAN, Kankakee
Joyce, Helen ..... WLS, Chicago
Karncy, Beulah ..... WENR, Chicago
Lauder, Ellen ..... WWXL, Peoria
Logan, Jane ..... WSOY, Decatur
Logan, Judy ..... WAAF, Chicago
Montz, Wanda ..... WTAX, Springfield
Moore, Barbara ..... WMBD, Peoria
Oberto, Betty ..... WLPO, La Salle
White, Stella ..... WAIT, Chicago
Wynn, June ..... WCVS, Springfield

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## Indiana

Black, Virginia ..... WJPS, Evansville
Daniels, Catherine ..... WISH, Indianapolis
Davis, Eileen ..... WJVA, South Bend
Farrell, Rose Lee ..... WFBM, Indianapolis
Flood, Opal ..... WFTW, Fort Wayne
Jones, Bette ..... WKJG, Fort Wayne
McDonald, Mary ..... WGL, Fort Wayne
Maddox, Mary Lou ..... WIKY, Evansville
Osborn, Marian ..... WSUA, Bloomington
Pritchett, Ruth ..... WIMS, Michigan City
Reynolds, Ruth ..... WIRE, Indianapolis
Schafer, Becky ..... WANE, Fort Wayne
Tucker, Sue ..... WKBV, Richmond

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## Iowa

Adams, Kay ..... WMT, Cedar Rapids
Barron, Alice Wallace ..... KXGI, Fort Madison
Craemer, Pamela ..... KCRG, Cedar Rapids
Currier, Bernice ..... KMA, Shenandoah
DuMond, Irene ..... KXEL. Waterloo
Herbst, Edna A. ..... KCRG, Cedar Rapids
Jergenson, Johnette ..... KICM, Mason City
Kaep, Mary Ann ..... WKBB, Dubuque
Kier, Leota ..... KIOA, Des Moines
Marshall, Mary Louise ..... WOC, Davenport
Miller, Claire ..... KBIZ, Ottumwa
Rankin, Mary ..... KVFD, Fort Dodge
Rickless. Sybil ..... KXIC, Iowa City
Schindler, Lorrain ..... KTRI, Sioux City
Shoemaker Adella ..... KMA, Shenandoah
Shorten, Martha ..... KDTH, Dubuque
Strauss, Reda ..... KSO, Des Moines
Webber, Edith Dunham ..... KWDM, Des Moines
Wells, Betty ..... KRNT, Des Moines

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## Kansas

Baumer, Beverly ..... KWBW, Hutchinson
Clymer, Catherine ..... KANS, Wichita
Conner, Dorothy ..... KSEK, Pittsburg
Davis, Hellen ..... KGNO, Dodge City
Ewing, Dorothy ..... KFBI, Wichita
Newkirk, Grace Lee ..... KXXX, Colby
Stevenson, Esther ..... KWHK, Hutchinson
Wiley, Myrtle ..... KGGF, Coffeyville
Zerkle, Ethel Jane ..... KFH, Wichita

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## Kentucky

Boyd, Dorothy ..... WNGO, Mayfield
Haan, Ruth ..... WMTC, Vancleve
Hensley, Sara T. ..... WVLK, Versailles
Hubert, Ann ..... WAVE, WAVE-TV, Louisville
Jackson, Audrey ..... WKCT, Bowling Green
Kackey, Bonnie B. ..... WHOP, Hopkinsville
Kercheval, Mary Elizabeth ..... WCMI, Ashland
Lockwood, Jessie E. ..... WKAY, Glasgow
Robertson, Dorothy ..... WSON, Henderson
Rutledge, Mary Lou ..... WVJS, Owensboro
Seay, Blanche ..... WCMI, Ashland
Shelton, Mary ..... WKTM, Mayfield
Weiller, Louise ..... WINN, Louisville
Wood, Dorothy ..... WFTM, Maysville

## Louisiana

Boyd, Daisy Lee.....WLCS, Baton Rouge
Cressend, Lorraine.....WJBW, New Orleans
Fletterick, Leonard, Mrs...WDSU-TV, New Orleans
Holmes, Helen.....WDSU-TV, New Orleans
Jewell, Mary.....WNOE, New Orleans
Koltun, Ruth.....WJBO, Baton Rouge
Muse, Orene.....WJBO, Baton Rouge
Rosenfield, Rose.....KYSL, Alexandria
Salassi, Elizabeth.....KTBS, Shreveport
Stacey, Etta.....KSYL, Alexandria

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## Maine

Butler, Cecilia.....WLAM, Lewiston
Carter, Charlotte.....WABI, Bangor
Deane, Beth.....WGUY, Bangor
Fuller, Dorothy.....WPOR, Portland
McIntosh, Betty.....WLAM, Lewiston
Murray, Mary Jane.....WRDO, Augusta
Rice, Catherine.....WFAU, Augusta
Standish, Martha.....WPOR, Portland
Staples, Marguerite L.....WTVL, Waterville
Wadman, Dorothy.....WGAN, Portland

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## Maryland

Canaday, Marion Beatty.....KIRX, Kirksville
Carroll, Jeon.....WMAR-TV, Baltimore
Cotton, Dorothy.....WSID, Baltimore
Dierken, Katherine.....WAAM, Baltimore
Dorsey, Polly.....WBMD, Baltimore
Landis, Marry.....WBAL-TV, Baltimore
Lewis, Marie.....WBOC, Salisbury
Martin, Molly.....WBAL-TV, Baltimore
Miller, Pat.....WJEJ, Hagerstown
Temple, Martha Ross.....WFBR, Baltimore
Whitcraft, Marie.....WJEJ, Hagerstown

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## Massachusetts

Bailey, Mildred.....WCOP, Boston
Barton, Betty.....WNBH, New Bedford
Bolles, Janet.....WBET, Brockton
Bradford, Ann.....WLLH, Lowell, Mass.
Broeg, Heloise Parker (Mom Parker)
WEEI, Boston
Brown, Mae.....WMAS, Springfield
Cabot, Caroline.....WEEI, Boston
Carlson, Mildred..WBZ, WBZA, Boston-Springfield
Cavanaugh, Audrey F.....WHAI, Greenfield
Chase, Julie.....WTAG, Worcester
Connelly, Jeanne.....WNEB, Worcester
Finch, Bette.....WKOX, Framingham
Flanders, Lyda.....WTAG, Worcester
Fortescuw, Priscilla.....WEEI, Boston
Huse, Bertha.....WLAW, Lawrence
King, Dorothea.....WSPR, Springfield
Light, Lois.....WRMS, Ware
Merrill, Joyce.....WMNB, North Adams
Mills, Marjorie...WBZ-WBZA, Boston, Springfield
Putnam, Ruth.....WESX, Salem
Smith, Jane.....WARK, Hagerstown
Sweeney, Marion Lane.....WBKA, Brockton
Taylor, Phyllis.....WVOM, Boston
Varnum, Elizabeth.....WCCM, Lawrence
Victory, Evelyn.....WBMS, Boston
Whitney, Florence.....WBRK, Pittsfield
Winne, Fran.....WTAG, Worcester

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## Michigan

Allen, Virginia.....WHFB, Benton Harbor
Callery, Lillian.....WTTH, Port Huron
Clark, Agnes.....WJR, Detroit
Cox, Florence.....WJLB, Detroit
Dillingham, Peg.....WOAP, Owassa
Gibbs, Agnes.....WCSH, Portland
Harris, Fran.....WWJ, WWJ-TV, Detroit
Hill, Jean.....WHTC, Holland
Lane, Joy.....WHAM, Saginaw
McBride, Jean.....WWJ-TV, Detroit
McDowell, Peggy.....WHFB, Benton Harbor
Melrose, Edythe Fern.....WXYZ, Detroit
Milane, Frank.....WFUR, Grand Rapids
Miller, Nadine.....WGRD, Grand Rapids
Million, Peggy.....WHFB, Benton Harbor
Page, Mrs.....WJR, Detroit
Sills, Betty.....WLAV, Grand Rapids
Silvers, Shirley.....WOOD, Grand Rapids
Standish, Joanna.....WKZO, Kalamazoo, Mich.
Stephenson, Ann.....WBBC, Flint
Van Sickle, Ann.....WGFG, Kalamazoo

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## Minnesota

Atkinson, Judith..KSTP-TV, St. Paul-Minneapolis
Ballis, Mera.....KDHL, Fairbault, Minn.
Baustian, Evelyan.....KROX, Crookston
Carter, Sheelah.....WTCN, Minneapolis-St. Paul
Coleman, Mary.....WDGY, Minneapolis
Daniels, Elizabeth.....KDAL, Duluth
Haeberle Arlie.....WTCN, Minneapolis-St. Paul
Herrala, Marion E.
Woman's World, WXLT, Ely
Jo, Peggy.....KGDE, Fergus Falls
Marshall, June.....KMHL, Marshall
Mitchell, Marjorie.....KWNO, Winona
Stafford Betty.....KDHL, Fairbault
Wilson, Rae.....KFAM, St. Cloud

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## Mississippi

Covert, Ann.....WMOX, Meridian
Dawley, Dorothy.....WSLI, Jackson
Dunn, Margaret.....WELO, Tupelo
Gollotte, Gwen.....WLOX, Biloxi
Harris, Dorothy.....WLOX, Biloxi
Lee, Margery.....WRBC, Jackson
Pilkington, Constance.....WCBI, Columbus
Steen, Rea.....WVIM, Vicksburg
Vance, Sue.....WFOR, Hattiesburg
Woodman, Genevieve.....WVIM, Vicksburg

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## Missouri

Barrow, Hallie.....KFEQ, St. Joseph
Dean, Diana.....KTTS, Springfield
Donze, Aileen.....KSGM, Ste. Genevieve
Ellis, Caroline.....KFRM, KMBC, Kansas City
Harvey, Helen.....KFRM, Kansas City
Hayes, Tony.....KCMO, Kansas City
Lea, Sandra.....WHB, Kansas City
Lightfoot, Jean.....KWTO, Springfield
Logan, Martha.....WHB, Kansas City
Montalto, Mary Kay.....KTTR, Rolla
Munsch, Louise.....WEW, St. Louis
Parker, Betty.....KMBC, Kansas City
Sims, Opal.....KWPM, West Plains
Small, Annie Lee.....KFRU, Columbia

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## Montana

Day, Erin.....KGVO, Missoula
Gordon, Lyndy.....KAVR, Havre
Halvorson, Fay.....KGCX, Sidney
Lee, Joan.....KANA, Anaconda
Morris, Margaret.....KXLF, Butte
Reardon, Helen.....KBOW, Butte
Stewart, Mailyn.....KMON, Great Falls
Timmons, Pauline.....KOJM, Havre

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## Nebraska

Anderson, Florence L.....KJSK, Columbus
Bohlsen, Martha.....KOWH, Omaha
Epp, Louise.....KODY, North Platte
Lucas, Dorothy.....KOLN, Lincoln
Moore, Mary.....WJAG, Norfolk
Nekuda, Lydia.....KFOR, Lincoln
Neuhaus, Ruth D.
Talking It Over, KFAB, Omaha
Strohecker, Mary.....KOLT, Scottsbluff
Sullivan, Jean.....KOWH, Omaha
West, Belle.....KOIL, Omaha

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## Nevada

Goff, Gerri G.....KENO, Las Vegas
Kitchen, Katherine.....KOH, Reno
Lane, Lucille.....KOLO, Reno
Maestretti, Madlen.....KWRN, Reno

Puccinelli, Margaret.....KELK, Elko
Smith, Roz.....KOLO, Reno

## New Hampshire

Casseboom, Adeline.....WFEA, Manchester
Hetu, Ruth.....WOTW, Nashua
Mallory, Martha.....WWNH, Rochester
Noyes, Marjorie.....WKNE, Keene
Towle, Dorothy S.....WHEB, Portsmouth

## New Jersey

Bowne, Dorothy.....WCAP, Asbury Park
Carroll, Mildred.....WCAM, Camden
Cogner, Jane.....WSNJ, Bridgeton
Conboy, Anita.....WWBZ, Vineland
Hunt, Adele.....WPAT, Paterson
Lagergren, Isabel.....WFPG, Atlantic City
Lippman, Harriet.....WMID, Atlantic City
Lupo, Nan.....WNJR, Newark
Vallance, Joan.....WMTR, Morristown

## New Mexico

Forcum, Beth.....KTRC, Santa Fe
Hill, Lill'un.....KTNM, Tucumcari

## New York

Adams, Charlotte.....WOR, New York
Barratt, Maxine.....WABD, New York
Becker, Pat.....WWRL, New York
Blanchard, Bouise.....WGAT, Utica
Burrows, Alice.....WABD, New York
Campbell, Betty.....WOKO, Albany
Carroll, Barbara.....WMSA, Massena
Couchman, Marilyn.....WRUN, Utica
Craig, Nancy.....WJZ, New York
Crocker, Betty.....ABC, New York
Deane, Martha.....WOR, New York
Doan, Dorothy.....WCBS-TV, New York
Drooz, Elaine.....WABY, Albany
Frederick, Pauline.....ABC, New York
Gust, Peter.....WKBW, Buffalo
Hawley, Adelaide.....WABD, New York
Hulick, Helen.....WJJL, Niagara Falls
Hull, Margaret.....WCBS, New York
Humphrey, Helen.....WHCU, Ithaca
Kresge, Jean.....WEAV, Plattsburg
Lucas, Dione.....WCBS-TV, New York
Mason, Ella.....WMGM, New York
Neville, Helen.....WKBW, Buffalo
Norris, Kathi.....WABD, New York
Parr, Dorothy.....WATN, Watertown
Patrick, Cickie.....WXRA, Buffalo
Ranney, Mary Aileen.....WROW, Albany
Sampson, Mary.....WJOC, Jamestown
Shoemaker, Muriel.....WENY, Elmira
Siers, Betty.....WALL, Middletown
Sternberger, Estelle.....WKBW, Buffalo
Sternberger, Estelle M.....WLIB, New York
Swanson, Gloria.....WPIX, New York
Welles, Barbara.....WOR, New York

## North Carolina

Burns, Emmy Lou.....WCEC, Rocky Mount
Burnside, Me-Me.....WGIV, Charlotte
Carter, Jane.....WLOS, Asheville
Eakes, Mary.....WGTC, Greenville
Easoin, Polly.....WCKB, Dunn
Harris, Edith.....WJNC, Jacksonville
Hawkins, Mary Love.....WBIG, Greensboro
Hunt, Carol.....WSOC, Charlotte
Janssen, Dorothea.....WBT, Charlotte
Koonce, Zan.....WGTM, Wilson
Landon, Dorothy.....WBBR, Burlington
Moore, Maureen.....WWNF, Fayetteville
Padgett, Carol.....WNAO, Raleigh
Pressly, Harriet.....WPTF, Raleigh
Sedberry, Mildred.....WBBO, Forest City
Tavasso, Rachel.....WGTC, Greenville
Winstead, Mary.....WRRF, Washington
Wisecup, Trippie.....WAYS, Charlotte
Wogan, Patsy.....WSKY, Ashville

## North Dakota

Graham, Peg.....KDIX, Dickinson
Wick, Hildur Marie.....KLR, Devils Lake

## Ohio

Adams, Carol.....WHBC, Canton
Alexander, Marian.....WADC, Akron
Bennett, Virginia.....WWSO, Springfield
Brady, Betty.....WLW, Cincinnati
Cooper, Madge.....WMRN, Marion
Davis, Millicent.....WFIN, Findlay
Dennis, Lorell.....WTRF, Bellaire
Funnell, Mildred.....WTAM, Cleveland
Gallespie, Virginia.....WLOK, Lima
Goodwin, Gretchen.....WHKK, Akron
Hackett, Rita.....WLW-T, Cincinnati
Koch, Catherine.....WLW-T, Cincinnati
Lawrence, Lynn.....WAKR, Akron
Lyons, Ruth.....WLW, Cincinnati
Mullin, Ester.....WGAR, Cleveland
Renner, Frankie.....WADC, Akron
Sharp, Fern.....WBNS, Columbus
Stevens, Jane.....WJW, Cleveland
Wells, Marjorie.....WTOL, Toledo

## Oklahoma

Blanar, Estelle.....KVOO, Tulsa
Burns, Lucille.....KAKC, Tulsa
Croft, Vera.....KTUL, Tulsa
Fountain, Ann.....KOME, Tulsa
Gillespie, Milly.....KTUL, Tulsa
Lever, Martha.....KBYE, Oklahoma City
Morgan, Helen.....KTOW, Oklahoma City
Rygel, Joan.....KMUS, Muskogee
Smith, Ann.....KSWO, Lawton
Stapp, Peggy.....KBYE, Oklahoma City
Thomas Katherine.....KOMA, Oklahoma City
Thompson, Lois.....KTUL, Tulsa

## Oregon

Becker, Silvia.....KNPT, Newport
Brunton, Beverly.....KUGN, Eugene
Carlson, Fay.....KORE, Eugene
Daniels, Clara.....KWIN, Ashland
Forsman, Doris.....KWRC, Pendleton
Frederickson, Roxie.....KPOJ, Portland
Lee, Vivian.....KWJJ, Portland
Mitchell, Ruth.....KORE, Eugene
Nidever, Laura.....KASH, Eugene
Pierce, Marjorie.....KLBM, La Grande
Pound, Blanche.....KWIL, Albany
West, Kay.....KEX, Portland

## Pennsylvania

Ball, Jane Ellen.....WJAS, Pittsburgh
Beardsmore, Marian.....WMCK, McKeesport
Britton, Nane.....WARD, Johnstown
Cannon, Dorsey.....WDAD, Indiana
Clark, Cleda.....WPIT, Pittsburgh
Cramer, Alma.....WARD, Johnstown
Crane, Kit.....WIP, Philadelphia
Culkin, Anne.....WSCR, Scranton
Ford, Jean.....WLAN, Lancaster
Gardiner, Evelyn.....KDKA, Pittsburgh
Gephart, Cecil.....WRAK, Williamsport
Gibson Jane.....KQV, Pittsburgh
Gustafson, Bernice.....WCHA, Chambersburg
Hanna Edna K.....WLAN, Lancaster
Heagy, Betsy.....WHGB, Harrisburg
Huey, Lois M.....WJSW, Altoona
Ives, Anice.....WFIL, Philadelphia
Lewis, Mary.....WNOW, York
Lynn, Lewis.....WSCR, Scranton
McCoy, Rita.....WMRF, Lewiston
McGuire France.....WFIL-TV, Philadelphia
Mackil, Rita.....WSIL, Shamokin
Marlow, Fran.....WBUX, Doylestown
Micheals, Millie.....WFGB Altoona
Oromaner, Annette.....WHAT, Philadelphia
Parker, Gail.....WBRE, Wilkes-Barre
Pegg, Harol.....WRTA, Altoona
Petyo, Margaret.....WWSW, Pittsburgh

Sando Florence.....WCAE, Pittsburgh
Tomlinson, Sara.....WPIT, Pittsburgh
Ulmer, Margie.....WLAN, Lancaster
Weaver, Dori.....WPGH, Pittsburgh
Welles Ruth.....KYW, Philadelphia

## Rhode Island

Gunning, Betty.....WCFI, Pawtucket
Somerby, Hope.....WWOW, Woonsocket
Wallace, Carolyn.....Providence

## South Carolina

Baum Pearl.....WCSC, Charleston
Dalton, Jane.....WSPA, Spartanburg
Daniels, Alberta.....WLAT Conway
Jeffries, Mary Anne.....WORD, Spartanburg
Jervey, Bette.....WESC, Greenville
Rhame, Anne.....WKIX, Columbia
Sherrard, Mable.....WAIM Anderson
Wyman, Alice.....WFBC, Greenville

## South Dakota

Baxter, Bee.....KSOO, Sioux Falls
Cook, Martha....Pink Parasol, KOTA, Rapid City
Funk, Elinor, Brown.....KSOO, Sioux Falls
Gunderson, Barbara.....KOTA, Rapid City
Horten, Marie.....KELO, Sioux Falls
Hostess Helen.....KISD, Sioux Falls
Speece, Wynn.....WNAX, Yankton

## Tennessee

Brock, Para Lee.....WNOX, Knoxville
Browne, Olivia.....WMC, Memphis
Carter, Patsy.....KGRV, Greenville
Cooney Marjorie.....WSM, Nashville
McMeen, Mary Frances.....WKRM, Columbia
Rentfro, Lucille.....WBAC, Cleveland
Richardson Helen.....WAGC, Chattanooga
Ross, Martha.....WMMT, McMinnville
Russell, Ann.....WSM, Nashville
Russell, Maxine.....WGRV, Greenville
Smith, Drue.....WDOD Chattanooga
Taylor, Vivian.....WLAR, Athens

## Texas

Benell, Julie.....WFAA, Dallas
Cater, Joan.....KEPO, El Paso
Dees, Mildred Lyon.....KXYZ Houston
Eastland, Ann.....KRIC, Beaumont
Eubanks, Patsy.....KOCA, Kilgore
Ewing LaVerne.....KIOX, Bay City
Faye, Altu.....WRR, Dallas
Fowler, Aleena.....KFDX, Wichita Falls
George, Juanita.....KLIF Dallas
Graymount, Marilouise.....KURV, Edinburg
Hanncock, Jin.....WXOL, Fort Worth
Holliday Mary.....WACO, Waco
Houston, Katie.....KTHT, Houston
Kobel, Beverly.....KLEE Houston
Laurence, Thelma.....KSEL, Lubbock
Leep, Bernice.....KPAC, Port Arthur
Marchbanks, Lois.....KFDM, Beaumont
Martin Sue.....KAMQ, Amarillo
Martinez, Rosuara.....KCOR, San Antonio
Miller, Gerogianne.....KRIC, Beaumont
Moon, Virginia.....KTRM, Beaumont
Newman, Eula.....KPLT, Paris
O'Shea, June.....KDDD, Dumas
Perryman, Tommy.....KEBE, Jacksonville
Petru, Mary Anne.....KOLE, Port Arthur
Phillips Shirley.....KATL, Houston
Pruitt, Katie.....KOLE, Port Arthur
Smart, Ann.....KRBC Abilene
Stiles, Sherry.....KPLT, Paris
Stillwell, Auvarie.....KVWC, Vernon
Tharp, Agda M.....KVIC, Victoria
Turner, Eve.....KFJZ, Fort Worth
Wilkinson, Lilyan.....KPBX Beaumont

## Utah

Alland, Hazel.....KDYL, Salt Lake City
Andersen, Alice.....KBUH, Brigham City
Baker, Mildred.....KUTA, Salt Lake City
Gibson, Bonnie M.....KOPP, Ogden
Hardy, Dorris.....KDYL, Salt Lake City
Mower, June.....Provo
Perry, Phyllis.....KALL, Salt Lake City
Smith, Rose.....KSL, Salt Lake City
Talbot, Beth.....KSUB Cedar City
York, Rita.....KJAM, Vernal

## Vermont

Anderson, Kay.....WWSR, St. Albans
Casey, Winifred.....WJOY, Burlington
Dodd, Virginia.....WDEV, Waterbury
Nowlin Eleanor.....WCAX, Burlington

## Virginia

Alexander, Mildred.....WCAV, Norfolk
Bell, Muriel.....WBOB, Galax
Carpenter, Mary.....WHLF, South Boston
Cleland, Elnora Robinson.....WLVA, Lynchburg
Evans, Murial.....WEAM, Arlington
Gray, Carolin.....WEAM, Arlington
Griffin, Nellie Drake.....WGH, Newport News
Grigg, Becky.....WDVA, Danville
Huffman Helen M.....WAYB, Waynesboro
Imboden, Eleanor.....WPUV, Pulaski
King, Harriet.....WSLS, Roanoke
Nunnally, Katherine M.....WSSV, Petersburg
Packard, Louise.....WLOW, Norfolk
Roberts, Lyn.....WWOD, Lynchburg
White, Alice Brewer.....WTAR, Norfolk
Zimmerman, Barbara.....WMVA, Martinsville

## Washington

Axworthy, Helen.....KNEW, Spokane
Baker Helen.....KPKW, Pasco.
Bradford, Marjorie.....KWLK, Longview
Haugen, Ruth.....KIMA, Yakima
Hayes, Fern.....KVAN, Vancouver
Kimball, Helen.....KIRO, Seattle
King, Carolyn.....KING, Seattle
MacIntyer, Jan.....KRSC-TV, Seattle
McIntyre, Jan.....KRSC Seattle
Mock, Betty Jean.....KYAK, Yakima
Rand Ruby.....KFIO, Spokane
Rucker, Gwendolyn.....KBRC, Mount Vernon
Smith, Margaret.....KHQ Spokane
Taylor, Tiny.....KWOA, Worthington
Wise, Katherine.....KOMO, Seattle

## West Virginia

Allen, Jane.....WCAW, Charleston
DeJon, Lythe Orme.....WRON, Ronceverte
Garner Charlotte.....WSAZ, Huntington
Kerby, Jean.....WMON, Montgomery
King, Joe.....WCOM, Parkersburg
Parsons Joanne.....WAJR, Morgantown
Parsons, Virginia Ruth.....WBLK, Clarksburg
Ruoss, Jane.....WCHS, Charleston

## Wisconsin

Casey Mary.....WJPG, Green Bay
Cromey, Lorraine.....WEXT, Milwaukee
Deemer, Virginia.....WFHR, Wisconsin Rapids
Felker, Florence.....WMAW, Milwaukee
Furgeson, Alice.....WISC, Madison
Grey Nancy.....WTMJ, WTMJ-TV, Milwaukee
Gross, Gloria.....WEMP, Milwaukee
LeMay, Ann.....WISN, Milwaukee
Leslie, Ann.....WISN, Milwaukee
Marward, Joanne.....WISC, Madison
May Helen.....WMLO, Milwaukee
Obey, Betty.....WTAG, Green Bay
Schwein, Marian.....WDUZ, Green Bay

## Wyoming

Bennett, Beth.....KVOC, Casper
Michael Terry.....KRAL, Rawlins
Randolph, Jamie.....KFBC, Cheyenne
Spracklin, Nova.....KWYO, Sheridan

# Managers and Agents

*Address and Telephone Numbers of Talent Representatives in New York, Los Angeles and Chicago*

## ☆ NEW YORK ☆

**Argneta, Nicholas**
9 Rockefeller Plaza.....COlumbus 5-0232
**Alberti, Jules**
299 Madison Ave.....MUrray Hill 7-9054
**Alexander, Willard, Inc.**
30 Rockefeller Plaza.....CIrcle 6-4224
**Appell, James S.**
400 Madison Ave.....PLaza 3-7840
**Ashley, Ted**
30 Rockefeller Plaza.....CIrcle 7-5666
**Batchelor Enterprises, Inc.**
30 Rockefeller Plaza.....CIrcle 6-4224
**Becker, V. S. Advertising Service**
562 Fifth Ave.....BRyant 9-7577
**Bentham, M. S.**
48 West 48th St.....PLaza 7-1855
**Bestry, Harry**
1776 Broadway .....CIrcle 6-7094
**Briscoe & Goldsmith, Inc.**
522 Fifth Ave.....MUrray Hill 2-6244
**Brooks, Ted**
134 East 57th St.....PLaza 9-1344
**Brown, Chamberlain**
145 West 45th St.....BRyant 9-8480
**Century Artists, Ltd.**
38 East 57th St.....PLaza 3-1030
**Chapman, Bruce**
145 West 41st St.....WIsconsin 7-9244
**Chase, Cleveland B. Co., Inc.**
424 Madison Ave.....ELdorado 5-1720
**Coe, Robert Associates**
366 Madison Ave.....VAnderbilt 6-3417
**Collins, Ted**
1819 Broadway .....CIrcle 7-0094
**Columbia Artists Management, Inc.**
113 West 57th St.....CIrcle 7-6900
**Consolidated Radio Artists, Inc.**
30 Rockefeller Plaza.....COlumbus 5-3580
**Cooper, Frank Associates**
521 Fifth Ave.....VAnderbilt 6-5661
**DeGroot, Roy Consultants, Inc.**
551 Fifth Ave.....MUrray Hill 7-9135
**Downey, Wallace, Inc.**
1819 Broadway .....CIrcle 6-6646
**Dube, Harry S.**
1270 Sixth Ave.....COlumbus 5-7035
**Ebbins, Milt**
1270 Sixth Ave.....CIrcle 7-2160
**Evans, George B.**
1775 Broadway.....CIrcle 6-2765
**Evans & Salter**
113 West 57th St.....CIrcle 7-6900
**Fadiman Associates, Ltd.**
1501 Broadway .....LAckawanna 4-3544
**Famous Artists Corp. of N. Y.**
610 Fifth Ave.....CIrcle 7-6200
**Fanchon & Marco, Inc.**
1501 Broadway .....CHickering 4-3956
**Fenton, Mildred**
40 East 49th St.....PLaza 9-8266
**Fields, Freddie**
1270 Sixth Ave.....CIrcle 7-3025
**Frederick Bros. Agency, Inc.**
1270 Sixth Ave.....CIrcle 6-2144
**Gale, Inc.**
48 West 48th St.....PLaza 7-7100
**General Artists Corp.**
1270 Sixth Ave.....CIrcle 7-7543
**Getts, Clark H.**
430 Park Ave. .....PLaza 8-0910
**Gibbs, John E., & Co.**
9 Rockefeller Plaza.....COlumbus 5-4888
**Glaser, Joe, Inc.**
745 Fifth Ave.....PLaza 5-5572
**Goodman, Martin**
38 East 57th St.....PLaza 3-1030
**Gresher, Abner J.**
1270 Sixth Ave.....CIrcle 7-3025
**Grossman, Al**
1270 Sixth Ave.....CIrcle 5-8422
**Haensel & Jones**
113 West 57th St.....CIrcle 7-6900
**Hablo, Sylvia**
711 Fifth Ave.....PLaza 9-6000
**Hanna, Mark**
654 Madison Ave.....TEmpleton 8-8730
**Hayward, Leland, Inc.**
444 Madison Ave.....ELdorado 5-4100
**Hesse & McCaffrey**
501 Madison Ave.....ELdorado 5-1076
**Hurok Attractions, Inc.**
711 Fifth Ave.....PLaza 9-6000
**International Artists Corp.**
420 Madison Ave.....PLaza 9-7490
**Karn, Estella H.**
49 West 45th St.....VAnderbilt 6-3860
**Kerr, Bob**
1270 Sixth Ave.....COlumbus 5-8051
**Leddy, Mark J.**
48 West 48th St.....PLaza 7-3760
**Lengel, William C. Literary Associates**
67 West 44th St.....MUrray Hill 2-3606
**Lipset, Benjamin B.**
1350 Broadway .....CHickering 4-2466
**Lipzig, Syd**
730 Fifth Ave.....CIrcle 5-7980
**Lyons, A. & S., Inc.**
515 Madison Ave.....PLaza 3-5181
**Management Corp. of America**
745 Fifth Ave.....PLaza 5-8900
**Metro Artist Bureau**
730 Fifth Ave.....CIrcle 6-8470
**Michaud, Arthur T.**
1619 Broadway .....CIrcle 7-2900
**Mindling, Louis A.**
113 West 57th St.....CIrcle 5-5370
**Morris, William Agency, Inc.**
1270 Sixth Ave.....CIrcle 7-2160
**Moses, John H.**
730 Fifth Ave.....CIrcle 6-2677
**Music Corp. of America**
745 Fifth Ave.....PLaza 5-8900
**National Concert & Artists Corp.**
711 Fifth Ave.....PLaza 9-6000
**National Radio & Theatrical Bureau**
1650 Broadway .....COlumbus 5-7131
**North, Meyer B.**
1564 Broadway .....PLaza 7-3445
**O'Connor, John**
1697 Broadway .....CIrcle 5-4920
**Okun, Lillian**
2 West 67th St.....TRafalgar 7-8916
**Peters, Dell**
521 Fifth Ave.....VAnderbilt 6-1750
**Pratt, Ben**
322 East 50th St.....PLaza 8-0593
**Richard, Max**
1776 Broadway .....PLaza 7-6414
**Roth, Allen**
48 West 48th St.....PLaza 7-1162
**Shank, Mary L.**
9 Rockefeller Plaza.....COlumbus 5-1332
**Shurr, Louis**
1501 Broadway .....CHickering 4-8240

**Small, Franklin H.**
149 West 51st St.....CIrcle 6-9400
**Souvaine, Henry, Inc.**
30 Rockefeller Plaza.....CIrcle 7-5666
**Special Attractions, Inc.**
48 West 48th St.....PLaza 7-3380
**Stanley, Aileen**
1619 Broadway .....COlumbus 5-9025
**Stark, Wilbur**
551 Fifth Ave.....MUrray Hill 7-6320
**Storer Douglas F.**
1270 Sixth Ave.....CIrcle 7-6325
**Vallon, Mike**
1270 Sixth Ave.....CIrcle 7-0162
**Waible, Fred**
270 Park Ave.....PLaza 8-0344
**Weber, Edwin**
156 West 44th St.....LUxemburg 2-5188
**Wilson, Roy**
444 Madison Ave.....PLaza 9-4961
**Wolf Associates, Inc.**
420 Madison Ave.....PLaza 5-7620
**Yost, Ben Enterprises**
1650 Broadway .....CIrcle 6-6533

## ☆ LOS ANGELES ☆

**Allen, Larry, Inc.**
6381 Hollywood Blvd.....HEmpstead 0421
**American Federation of Radio Artists**
6331 Hollywood Blvd.....HIllside 5125
**Berg, Phil,—Allenberg, Bert, Inc.**
121 S. Beverly Dr. (B. H.)...CRestwiew 6-3131
**Bergerman, Stanley, & Co.**
9629 Brighton Way (B. H.)..CRestview 6-3196
**Bernie, Herman**
206 S. Beverly Dr. (B. H.)...CRestview 5-6685
**Bloom, Phil**
8506 Sunset Blvd.....CRestview 4-6064
**Blum, Ralph, Corp.**
9441 Wilshire Blvd. (B. H.)..CRestview 4-5411
**Century Artists, Ltd.**
6331 Hollywood Blvd.....HUdson 2-1288
**Cinema Authors & Artists Agcy.**
9130 Sunset Blvd.....CRestview 6-6241
**Columbia Artists Management**
6636 Hollywood Blvd.....HEmpstead 5316
**Cooley, Hallam, Agency**
9111 Sunset Blvd.....CRestview 5-6161
**Creamer, Jack**
1680 N. Vine St.....GLadstone 9683
**Crosby, Everett N.**
9028 Sunset Blvd.....CRestview 1-1171
**Dolan, Ken, & Co**
1556 N. Wilcox Ave.....HOllywood 3558
**Famous Artists Corp.**
9441 Wilshire Blvd. (B. H.)..CRestview 1-5222
**Features Agency, Inc.**
8929½ Sunset Blvd.....CRestview 6-5096
**Frederick Bros. Artists Corp.**
214 N. Canon Dr. (B. H.)....CRestview 1-6244
**General Artists Corp.**
9028 Sunset Blvd .....CRestview 1-8101
**Gertz, Mitchell, Inc.**
8533 Sunset Blvd.....CRestview 4-5491
**Gear, Bruce, Agcy.**
247 S. Beverly Dr. (B. H.)...CRestview 5-1660
**Goldstone Agcy.**
9121 Sunset Blvd.....CRestview 6-1071
**Hamilburg, Mitchell J., Agcy.**
8776 Sunset Blvd.....CRestview 5-4171
**Hyde, Donald, Agcy., Inc.**
218 N. Canon Dr. (B.H.)....CRestview 4-5261
**Jaffe, Sam, Agcy.**
8553 Sunset Blvd.....CRestview 6-6121
**Irwin, Lou**
9134 Sunset Blvd.....CRestview 1-7131
**Lazar, Irving Paul**
328 S. Beverly Dr. (B.H.)..CRestview 5-6153
**Levee-Short Agcy.**
9126 Sunset Blvd.....CRestview 5-0626
**Levee-Stark, Inc.**
119 S. Beverly Dr. (B.H.)..CRestview 1-5781

**Linsk, Lester**
9470 Santa Monica (B. H.)..CRestview 6-4396
**Lyons, A. & S., Inc.**
356 N. Camden Dr. (B.H.)..CRestview 1-6131
**Marshall, Reg. D., Agcy.**
6671 Sunset Blvd.....HOllywood 8238
**MCA Artists Ltd.**
9370 Santa Monica (B. H.)..CRestview 6-2001
**Minter, Ethel, Agcy.**
205 S. Beverly Dr. (B.H.)..CRestview 5-2776
**Monter, Richard A.-Gray, Edw. M., Inc.**
8736 Sunset Blvd.....CRestview 1-1191
**Morris, William, Agcy.**
202 N. Canon Dr. (B.H.)...CRestview 1-6161
**National Concert & Artists Corp.**
9059 Sunset Blvd.....CRestview 1-7121
**Radio Registry**
1519 Crossroads of the World...HIllside 8321
**Polan & Rosenberg Agcy.**
451 N. La Cienega Blvd.....CRestview 1-8121
**Radio Artists Corp.**
366 N. Camden Dr. (B.H.)..CRestview 5-4308
**Rush, Art, Inc.**
California Bk. Bldg., Selma & Vine.HIllside 5161
**Salkow Agcy., The**
9119 Sunset Blvd.....CRestview 1-9134
**Saphier, James L., Agcy.**
9537 Brighton Way (B.H.)..CRestview 1-7231
**Schwartz Agency**
9155 Sunset Blvd.....CRestview 4-6301
**Shurr, Louis, Agcy.**
327 N. Rodeo Dr. (B.H.)...CRestview 1-1116
**Sherman, Edward, Agcy.**
8580 Sunset Blvd.....CRestview 5-0186
**Stempel-Olenick Agcy.**
717 N. La Cienega Blvd.....CRestview 1-7141
**Volck, A. George, Inc.**
9441 Wilshire Blvd. (B.H.).CRestview 6-3121
**Winkler, D. M., Agcy.**
9470 Santa Monica (B. H.)..CRestview 1-7244
**Wendling, Chas., Agcy.**
9156 Sunset lvd.....CRestview 6-2348

## ☆ CHICAGO ☆

**Norman Alexandroff Artists' Bureau**
410 S. Michigan Ave.....WAbash 2-6761
**Benn Theatrical Agency**
64 West Randolph St.....DEarborn 2-6850
**Colored Radio Artists Assn., Inc.**
3458 S. State St.....WEntworth 6-5434
**Consolidated Radio Artists of Ill.**
32 W. Randolph St.....FRanklin 2-8300
**Ellsworth, W. M.**
75 E. Wacker Drive.....CEntral 2-0942
**Frederick Bros. Artists Corp.**
75 E. Wacker Drive.....STate 2-0003
**General Artists Corp.**
360 N. Michigan Ave.....STate 2-6288
**Gumbiner Management Co.**
120 S. LaSalle St.....STate 2-6288
**Jack & Jill Players Radio Artists Co.**
180 E. Delaware St.....DElaware 7-7334
**Levin, W. Biggie**
612 N. Michigan Ave.....SUperior 7-0506
**Lutz, Estelle, Artists Bureau**
25 E. Jackson.....HArrison 7-3435
**Morris, William, Agency**
203 N. Wabash Ave.....STate 2-3632
**Morse, Sidney P.**
64 E. Lake St.....ANdover 3-2878
**Music Corporation of America**
430 N. Michigan Ave.....DElaware 7-1100
**National Concert & Artists Corp.**
222 W. No. Bank Dr.....SUperior 7-4042
**Parks, James & Co.**
333 N. Michigan Ave.....CEntral 6-7980
**Schuster, Milton**
127 North Dearborn St.....DEarborn 2-3633
**WLS Artists Bureau**
120 W. Washington Blvd.....MOnroe 6-9700

# PROGRAMS

*Commercially Sponsored*

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*Title*

•

*Advertiser and Product*

•

*Network*

•

*Advertising Agency*

# Complete Listing of Major Networks —Commercial Programs of 1948—

*The following pages contain a complete alphabetical listing by program title of the four national networks' commercial programs heard during the 12-month period ending Dec. 31, 1948. Listing includes program title, sponsor and product, network and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, MBS and NBC. Abbreviations: PC, Pacific Coast.*

## A

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| James Abbe Observes | Fisher Flouring Mills<br>Bisket Mix, Flour | ABC—PC | Pacific National Adv. Agency |
| ABC Election Report | Kaiser-Frazer Sales Corp<br>Autos | ABC | Morris F. Swaney, Inc. |
| Adventure with Cristopher Wells | Chrysler Corp. De Soto-Plymouth Dealers<br>De Soto-Plymouth Cars | CBS | Batten, Barton, Durstine & Osborn, Inc. |
| Adventurers' Club | W. A. Sheaffer Pen Co.<br>Pens, Pencils, Skrip, Leads | CBS | Russel M. Seeds Co., Inc. |
| Adventures of Archie Andrews | Swift & Co.<br>Meat Products | NBC | J. Walter Thompson Co. |
| Adventures of Charlie Chan | Pharmaco, Inc.<br>Chooz | MBS | Ruthrauff & Ryan, Inc.<br>New York |
| Adventures of Ozzie & Harriet | International Silver Co<br>Sterling & 1847 Rogers Brothers Silver | CBS | Young & Rubicam, Inc. |
| Adventures of Ozzie & Harriet | International Silver Co.<br>Sterling Silver, Silver Plate | NBC—PC | Young & Rubicam, Inc. |
| Adventures of Sam Spade | Wildroot Co., Inc.<br>Wildroot Cream Oil | CBS | Batten, Barton, Durstine & Osborn, Inc. |
| Adventures of the Thin Man | Kaiser-Frazer Corp.<br>Industries & Automobiles | MBS | Wm. H. Weintraub & Co.<br>New York |
| Adventures of the Thin Man | Pabst Sales Co.<br>Pabst Blue Ribbon Beer | NBC | Warwick & Legler, Inc. |
| Afternoon Final | Fisher Flouring Mills<br>Bisket Mix, Flour | ABC—PC | Pacific National Adv. Agency |

| | | | |
|---|---|---|---|
| The Aldrich Family | General Foods Corp.<br>Jello Puddings, Jello Cornstarch, Tapioca Pudding | NBC | Young & Rubicam, Inc. |
| All-American Soap Box Derby | General Motors Corp. Chevrolet Motor Div<br>Chevrolet Cars | CBS | Campbell-Ewald Co., Inc. |
| All-Star Baseball Game | Gillette Safety Razor Co.<br>Razor Blades, Shaving Cream | MBS | Maxon Inc. |
| All-Star Football Game | Wilson Sporting Goods Co<br>Sports Equipment | MBS | Ewell & Thurber Associates<br>Chicago |
| The Fred Allen Show | Ford Motor Co.<br>Ford Dealers | NBC | J. Walter Thompson Co. |
| Mel Allen | U. S. Army Recruiting Service<br>Recruiting | | Gardner Advertising Co.<br>St. Louis |
| The Amazing Mr. Malone | Wine Growers Guild<br>Guild Wines | ABC | Honig Cooper Co. |
| American Album of Familiar Music | Sterling Drug Co.<br>Bayer Aspirin | NBC | Dancer, Fitzgerald & Sample, Inc. |
| American Forum of the Air | Pilot Radio Corp.<br>FM Radio Speaker Device | MBS | Grey Advertising, Inc.<br>New York |
| American Forum of the Air | Universal Carloading & Distributing Co<br>Institutional | MBS | Raymond Spector, Inc.<br>New York |
| American Melody Hour | Sterling Drug Inc.<br>Bayer Aspirin | CBS | Dancer-Fitzgerald-Sample, Inc. |
| Amos 'n' Andy | Lever Bros. Company<br>Rinso | CBS | Ruthrauff & Ryan, Inc. |
| Amos 'n' Andy | Lever Bros. Co.<br>Rinso | NBC—PC | Ruthrauff & Ryan, Inc. |
| American Radio Warblers | American Bird Products, Inc.<br>Bird Food | MBS | Weston-Burnett, Inc. |
| Anacin Hollywood Star Theater | American Home Products Corp.<br>Anacin, Kolynos | NBC—PC | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Armstrong Theater of Today | Armstrong Cork Co.<br>Armstrong Quaker Rugs, Linoleum Products<br>Floor Coverings | CBS | Batten, Barton, Durstine & Osborn, Inc. |
| Army-Navy Football | Gillette Safety Razor Co.<br>Razor Blades, Shaving Cream | MBS | Maxon Inc. |
| Jan August Show | Revere Camera Co.<br>Cameras & Projectors | MBS | Roche, Williams & Cleary, Inc.<br>Chicago |
| Gene Autry Show | Wm. Wrigley Jr. Co.<br>Chewing Gum | CBS | Ruthrauff & Ryan, Inc. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Aunt Jenny | **Lever Bros. Company**<br>Spry | CBS | Ruthrauff & Ryan, Inc. |
| Aunt Mary | **Safeway Stores, Inc.**<br>Kitchen Craft Flour | NBC—PC | J. Walter Thompson Co. |
| Aunt Mary | **Albers Milling Co.**<br>Cereal & Feeds, Friskies, Carnation Corn Flakes, Pancake Mix | NBC—PC | Erwin, Wasey & Co., Ltd. |
| | **B** | | |
| Baby Snooks Show with Fanny Brice | **General Foods Corp.**<br>Jell-O Jello Puddings | CBS | Young & Rubicam, Inc. |
| Back to God | **Christian Reform Church**<br>Religion | MBS | Evans Associates<br>Chicago |
| Backstage Wife | **Sterling Drug, Inc.**<br>Dr. Lyon's Tooth Paste, Double Danderine, Emulsified Coconut Oil Shampoo, Energine Cleaning Fluid | NBC | Dancer-Fitzgerald-Sample, Inc. |
| Jim Backus Show | **Pharmaco, Inc.**<br>Feen-a-mint | MBS | Ruthrauff & Ryan, Inc.<br>New York |
| Fred Beck, Commentary | **Miles Laboratories, Inc.**<br>Alka-Seltzer, One-A-Day Vitamin Tablets | CBS—PC | Wade Adv. Agy. |
| Behind the Front Page | **Mutual Benefit Health & Accident Assoc. of Omaha**<br>Insurance | MBS | Ruthrauff & Ryan, Inc.<br>New York |
| Bekins Hollywood Music Hall | **Bekins Van & Storage Co.**<br>Storage | CBS—PC | Brooks Adv. Agency |
| Belmont Stakes | **Gillette Safety Razor Co.**<br>Gillette Shaving Cream, Safety Razors & Blades | CBS | Maxon, Inc. |
| Jack Benny | **American Tobacco Co.**<br>Lucky Strike Cigarettes | NBC—PC | Foote, Cone & Belding, Inc.<br>Batten, Barton, Durstine & Osborn, Inc. |
| The Jack Berch Show | **Prudential Insurance Co.**<br>Insurance | NBC | Benton & Bowles, Inc. |
| Milton Berle Show | **Texas Co.**<br>Gas, Oil | ABC | Kudner Agency, Inc. |
| The Milton Berle Show | **Philip Morris & Co., Ltd.**<br>Cigarettes | NBC | Biow Co. |
| The Better Half | **Volupte, Inc.**<br>Compacts & Cigarette Cases | MBS | Hirshon-Garfield, Inc.<br>New York |
| Beulah | **Procter & Gamble Co.**<br>Dreft | CBS | Dancer-Fitzgerald-Sample, Inc. |

| | | | |
|---|---|---|---|
| Big Sister | **Procter & Gamble, Inc.**<br>Drene, Ivory Soap | CBS | Compton Advertising, Inc. |
| The Big Story | **American Cigarette & Cigar Co.**<br>Pall Mall Cigarettes | NBC | Foote, Cone & Belding, Inc.<br>Sullivan, Stauffer, Colwell & Bayles, Inc |
| Big Town | **Sterling Drug Inc.**<br>Ironized Yeast, Phillips Milk of Magnesia | CBS | Pedlar & Ryan, Inc. |
| Big Town | **Lever Brothers Co.**<br>Life Buoy | NBC | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Martin Block Show | **R. B. Semler, Inc.**<br>Kreml Hair Tonic & Shampoo | MBS | Erwin, Wasey & Co.<br>New York |
| Blondie | **Colgate-Palmolive-Peet Co.**<br>Palmolive Soap, Super Suds | CBS | Wm. Esty & Co., Inc. |
| Blondie | **Colgate-Palmolive-Peet Co.**<br>Colgate Dental Cream, Super Suds | NBC—PC | William Esty & Co., Inc. |
| Blue Book of Sports | **U. S. Sixth Army Command**<br>Recruiting | ABC—PC | Russell Harris & Wood Adv. Agency |
| Borden Program | **Borden Co**<br>All Products | CBS | Kenyon & Eckhardt, Inc. |
| Boys Town Choir | **Stanley Home Products**<br>Kitchen Equipment | ABC | Direct |
| Break the Bank | **Bristol-Myers Co**<br>Mum, Vitalis | ABC | Doherty, Clifford & Shenfield, Inc. |
| Breakfast Club | **Toni Inc**<br>Toni Home Permanent Wave, Toni Shampoo | ABC | Foote, Cone & Belding |
| Breakfast Club | **Philco Corp**<br>Refrigerators, Radios, Television Receivers | ABC | Hutchins Adv. Co., Inc. |
| Breakfast Club | **General Mills, Inc.**<br>Kix, Wheaties', Ginger Cake Mixes | ABC | Tatham-Laird, Inc. |
| Breakfast Club | **Swift & Co**<br>Meat, Meat Products, Shortening, Cooking Oils | ABC | J. Walter Thompson Co. |
| Breakfast in Hollywood | **Kellogg Co.**<br>Pep, Rice Krispies | ABC | Kenyon & Eckhardt, Inc. |
| Breakfast in Hollywood | **Procter & Gamble Co.**<br>Ivory Flakes | ABC | Compton Adv., Inc. |
| Bride & Groom | **Sterling Drug, Inc.**<br>Phillips Toothpaste, Milk of Magnesia Tablets, Creams, Mulsified Shampoo | ABC | Dancer, Fitzgerald & Sample, Inc. |
| The Brighter Day | **Procter & Gamble Co.**<br>Dreft | NBC | Dancer-Fitzgerald-Sample, Inc. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Boxing | **P. Ballantine & Sons**<br>Beer & Ale | MBS | **J. Walter Thompson Co.**<br>New York |
| Abe Burrows Show | **Lambert Co**<br>Listerine Tooth Powder, Listerine Toothpaste | CBS | **Lambert & Feasley, Inc.** |

## C

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| California Caravan | **Calif. Medical Assoc.**<br>Insurance Hospitalization & Physician's Service | ABC—PC | **Lockwood, Shackleford Adv. Agency** |
| Call For Music | **Philip Morris & Co., Ltd.**<br>Cigarettes | NBC—PC | **Biow Co., Inc.** |
| Call For Music With Dinah Shore & Harry James' Orchestra | **Philip Morris & Co., Ltd., Inc.**<br>Philip Morris Cigarettes | CBS | **The Biow Co., Inc.** |
| Call of the Cross | **Mississippi Tabernacle**<br>Religion | MBS | **Markes & Neese, Inc.**<br>Jackson, Miss. |
| Call the Police | **Lever Bros. Co.**<br>Rinso | NBC | **Ruthrauff & Ryan, Inc.** |
| Ned Calmer and the News | **Luden's, Inc.**<br>Coughdrops | CBS | **J. M. Mathes, Inc.** |
| Can You Top This? | **Colgate-Palmolive-Peet Co.**<br>Shave Cream, Dental Cream | NBC | **Ted Bates, Inc.**<br>**Sherman & Marquette, Inc.** |
| Erwin D. Calham—Christian Science Monitor | **Christian Science Publishing Co.**<br>Christian Science Monitor Newspaper | ABC | **H. B. Humphrey Co.** |
| Judy Canova Show | **Colgate-Palmolive-Peet Co.**<br>Halo Shampoo, Supersuds | NBC—PC | **Sherman & Marquette, Inc.** |
| The Eddie Cantor Show | **Pabst Sales Co.**<br>Pabst Blue Ribbon Beer | NBC—PC | **Warwick & Legler** |
| Al Capp | **The Frank H. Lee Co.**<br>Hats | ABC | **William H. Weintraub & Co., Inc.** |
| Captain Midnight | **Wander Co.**<br>Ovaltine | | **Hill Blackett & Co.**<br>Chicago |
| Carle Comes Calling | **Electrical Companies Advertising Program**<br>Institutional | CBS | **N. W. Ayer & Son, Inc.** |
| Carmen Cavallaro's Orchestra | **Lewis-Howe Co.**<br>Tums | NBC | **Roche, Williams & Cleary, Inc.** |
| Carnation Contented Hour | **Carnation Co.**<br>Carnation Milk | NBC,<br>NBC—PC | **Erwin Wasey & Co., Ltd.** |
| Carnegie Hall | **American Oil Co.**<br>Amoco Gas, Oil, Tires | ABC | **Joseph Katz & Co.** |

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| Jack Carson Show | **General Foods Corp**<br>Sanka, Instant Sanka | CBS | Young & Rubicam, Inc. |
| Casey, Crime Photographer | **Anchor Hocking Glass Corp.**<br>Anchorglass, Fire King Ovenglass Products | CBS | Wm. H. Weintraub & Co., Inc. |
| Cavalcade of America | **E. I. DuPont de Nemours & Co., Inc.**<br>Institutional | NBC,<br>NBC—PC | Batten, Barton, Durstine & Osborn, Inc. |
| Challenge of the Yukon | **Quaker Oats Co.**<br>Quaker Puffed Wheat, Sparkies, Quakers Puffed Rice Sparkies | ABC | Sherman & Marquette, Inc. |
| Champion Roll Call | **Champion Spark Plug Co.**<br>Spark Plugs | ABC | MacManus, John & Adams, Inc. |
| The Charley McCarthy Show | **Standard Brands, Inc.**<br>Chase & Sanborn Coffee, Royal Pudding, Tenderleaf Tea, Instant Tea | NBC—PC | J. Walter Thompson Co. |
| Checkerboard Jamboree | **Ralston-Purina Co.**<br>Chow Products | MBS | Gardner Advertising Agency<br>St. Louis<br>Brown & Bowers, Inc.<br>Nashville |
| Chesterfield Supper Club | **Liggett & Myers Tobacco Co.**<br>Chesterfield Cigarettes | NBC—PC | Newell-Emmett Co. |
| Chesterfield Supper Club with Sammy Kaye | **Liggett & Myers Tobacco Co.**<br>Chesterfield Cigarettes | NBC | Newell-Emmett Co. |
| Chuckwagon Tales | **H. Moffat Co.**<br>Meat Products | CBS—PC | Makelim Assoc. Adv. |
| The Circle Arrow Show | **Western Auto Supply Co.**<br>Automobile Accessories & Household Appliances | NBC | Bruce B. Brewer & Co. |
| Cities Service Band of America | **Cities Service Co.**<br>Gas and Oil | NBC | Ellington & Co. |
| Cities Service Highways in Melody | **Cities Service Co**<br>Gas and Oil | NBC | Ellington & Co. |
| "Club 15" with Bob Crosby | **Campbell Soup Co.**<br>Campbell Soups | CBS | Ward Wheelock Co. |
| Club Time | **Club Aluminum Products Co.**<br>Aluminum Household Utensils | ABC | Leo Burnett Co., Inc. |
| Charles Collingwood, News | **Bekins Van & Storage Co.**<br>Storage | CBS—PC | Brooks Advertising Agency |
| Charles Collingwood, News | **Household Finance Corp.**<br>Personal Loans | CBS—PC | LeVally, Inc. |
| Charles Collingwood, News | **Sealy Mattress Co.**<br>All Products | CBS—PC | Alvin Wilder |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Corliss Archer | **Lever Brothers Co.**<br>Toothpaste & Toothpowder | NBC—PC | Foote, Cone & Belding, Inc. |
| Cotton Bowl Football Game | **R. J. Reynolds Tobacco Co.**<br>Camel Cigarettes | MBS | William Esty & Co.<br>New York |
| Counter Spy | **Schutter Candy Co. (Div. of Universal Match Co.)**<br>Schutter Candy, Bit-O-Honey, Old Nick Candy | ABC | Schwimmer & Scott, Inc. |
| County Fair | **The Borden Co.**<br>Instant Coffee | CBS | Kenyon & Eckhardt, Inc. |
| Craftsman's Guild Annual Scholarship Awards | **Fisher Body Div. of General Motors**<br>Institutional | ABC | Kudner Agency |
| Crime Photographer | **The Toni Co.**<br>Toni Home Permanent Wave, Toni Cream Shapoo | CBS | Foote, Cone & Belding |
| Betty Crocker | **General Mills, Inc.**<br>Softasilk Cake Flour | NBC | Knox Reeves Advertising, Inc. |
| Betty Crocker Magazine of the Air | **General Mills, Inc.**<br>Gold Medal Flour, Bisquick, Cake Flour, etc. | ABC | Dancer-Fitzgerald-Sample, Inc. |
| Bing Crosby | **Philco Corp.**<br>Refrigerators, Radios, Television Receivers | ABC | Hutchins Adv. Co., Inc. |
| Curtain Time | **Mars Inc.**<br>Candy | NBC | Grant Adv. Inc. |

## D

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| The D & H Miners | **Hudson Coal Co.**<br>Coal | NBC | The Clements Co., Inc. |
| A Date With Judy | **Lewis Howe Co.**<br>Tums | NBC—PC | Roche, Williams & Cleary, Inc. |
| A Day in the Life of Dennis Day | **Colgate-Palmolive-Peet Co.**<br>Colgate Dental Cream, Lustre Cream, Palmolive Soap | NBC—PC | Ted Bates Inc. |
| Day of Restoration | **National Council of Protestant & Episcopal Churches**<br>Religion | MBS | H. B. Humphrey Co.<br>Boston |
| Dizzy Dean | **S. C. Johnson & Sons, Inc.**<br>Carnu | NBC | Needham, Louis & Brorby, Inc. |
| Dr. Christian With Jean Hersholt | **Chesebrough Mfg. Co. Consolidated**<br>Vaseline Hair Tonic, Petroleum Jelly, Lip Ice | CBS | McCann-Erickson, Inc. |
| Dr. I. Q. | **Mars, Inc.**<br>Candy | NBC | Grant Adv. Inc. |
| Dr. I. Q., Jr. | **Mars, Inc.**<br>Candy | NBC | Grant Adv. Inc. |

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| **Dr. Paul** | **Safeway Stores, Inc.**<br>Sunny Bank Margarine | NBC—PC | J. Walter Thompson Co. |
| **Don't You Believe It** | **Forty-Two Products, Ltd.**<br>"42" Oil Shampoo, "42" Hair Oil Tonic | ABC—PC | Brisacher, Van Norden & Staff, Inc. |
| **Double or Nothing** | **Campbell Soup Co.**<br>Campbell's Soups, Pork & Beans | CBS | Ward Wheelock Co. |
| **Double or Nothing** | **Campbell Soup Co.**<br>Soups, Franco-American Spaghetti, Beef Gravy, Pork & Beans | NBC—PC | Ward Wheelock Co. |
| **Galen Drake** | **Pillsbury Mills, Inc.**<br>Family Flour, Pancake Mix, Cake Flour, Wheat Bran | ABC | Leo Burnett Co., Inc. |
| **Galen Drake** | **Kellogg Co.**<br>Kellogg's Pep, Krumbles, Rice Krispies | ABC | Kenyon & Eckhardt, Inc. |
| **Alex Dreier** | **Skelly Oil Co.**<br>Petroleum Products | NBC | Henri, Hurst & McDonald, Inc. |
| **Duffy's Tavern** | **Bristol-Myers Co.**<br>Ipana, Trushay, Vitalis | NBC—PC | Young & Rubicam |
| **Jimmy Durante Show** | **Rexall Drug Co.**<br>Rexall Drugs | NBC—PC | N. W. Ayer & Son, Inc. |
| **Jimmy Durante Show** | **R. J. Reynolds Tobacco Co.**<br>Camel Cigarettes | NBC—PC | William Esty Co., Inc. |

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| **Eight O'Clock News** | **Peter Paul, Inc.**<br>Candy & Gum | MBS | Platt-Forbes, Inc.<br>New York |
| **Electric Hour With Phil Spitalny's Orch.** | **Electric Companies Advertising Program**<br>Institutional | CBS | N. W. Ayer & Son, Inc. |
| **Electric Theater With Helen Hayes** | **Electric Companies Advertising Program**<br>Institutional | CBS | N. W. Ayer & Son, Inc. |
| **Elgin Two Hours of Stars** | **Elgin National Watch Co.**<br>Watches | NBC—PC | J. Walter Thompson |
| **Bob Elson on the Century** | **Consolidated Royal Chemical Co.**<br>Kranks Shave Kream | ABC—PC | Arthur Meyerhoff & Co. |
| **Everybody Wins, With Phil Baker** | **Philip Morris & Co., Ltd., Inc.**<br>Philip Morris Cigarettes | CBS | The Biow Co., Inc. |

## *F*

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| **Famous Jury Trials** | **General Mills, Inc.**<br>Kix, Cheerios | ABC | Knox Reeves Adv., Inc. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
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| The Fat Man | Norwich Pharmacal Co.<br>Pepto-Bismol, Ungentine | ABC | Lawrence C. Gumbinner Adv. Agency |
| Faultless Starch Time | Faultless Starch Co.<br>Starch | NBC | Bruce B. Brewer & Co. |
| FBI in Peace and War | Procter & Gamble Co.<br>Lava Soap | CBS | The Biow Co., Inc. |
| Festival of Song | Longines-Wittnauer Watch Co., Inc.<br>Longines-Wittnauer Watches | CBS | Victor A. Bennett Co., Inc. |
| Festival of Music | Longines-Wittnauer Watch Co., Inc.<br>Longines-Wittnauer Watches | CBS | Victor A. Bennett Co., Inc. |
| Fibber McGee and Molly | S. C. Johnson & Sons, Inc.<br>Johnson's Wax & Allied Products, Carnu | NBC—PC | Needham, Louis & Brorby, Inc. |
| Jimmie Fidler | Carter Products<br>Arrid | MBS | Sullivan, Stauffer, Colwell, Bayles, Inc.<br>New York |
| Jimmie Fidler Show | Carter Products<br>Arrid, Carter's Little Liver Pills | ABC | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| First Nighter | Campana Sales Co.<br>All Products | CBS | Wallace-Ferry-Hanly Co. |
| George Fisher in Hollywood | L. B. Laboratories, Inc.<br>L. B. Hair Oil | CBS—PC | Irwin-McHugh Adv. |
| George Fisher in Hollywood | Bendix Home Appliances, Inc.<br>Washing Machines | CBS—PC | Tatham-Laird Adv. Agcy. |
| Fishing and Hunting Club of the Air | Mail Pouch Tobacco Co.<br>Tobacco | MBS | Walker & Downing<br>Pittsburgh |
| Fitch Bandwagon | F. W. Fitch Co.<br>Fitch Shampoo | NBC | L. W. Ramsey Co. |
| First Church of Christ Scientist | First Church of Christ Scientist<br>Religion | MBS | H. B. Humphrey Co.<br>New York |
| The Ford Theater | Ford Motor Co.<br>Ford Motor Cars | CBS | Kenyon & Eckhardt, Inc. |
| The Ford Theater | Ford Motor Co.<br>Automobiles, Institutional | NBC | Kenyon & Eckhardt, Inc. |
| Free for All | Lewis Food Co.<br>Dog & Cat Food Products | CBS | Lennen & Mitchell, Inc. |
| Front Page Farrell | Whitehall Pharmacal Co.<br>Kolynos, Hill's Cold Tablets | NBC | Dancer, Fitzgerald & Sample, Inc.<br>Duane Jones Co., Inc. |
| Front Page Features With Knox Manning | Manhattan Soap Co.<br>All Products | CBS—PC | Duane Jones Co., Inc. |

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| Front Page Features With Knox Manning | **Soil-Off Mfg. Co.**<br>All Products—Cleaning Fluids | CBS—PC | McCann-Erickson, Inc. |
| Front Page Features With Knox Manning | **Washington State Apple Adv. Comm.**<br>Washington State Apples | CBS—PC | J. Walter Thompson Co. |
| Dorothy Fuldheim | **Brotherhood of Railroad Trainmen**<br>Institutional | ABC | William Von Zehle & Co. |

## G

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| Arthur Gaeth | **United Electrical Radio & Machine Workers of America**<br>Institutional | MBS | Mack & Arnold Co.<br>New York |
| Arthur Gaeth | **United Elec. Radio & Machine Workers**<br>Institutional | ABC | Weinstein & Co. |
| Game of the Week | **U. S. Army Air Force Recruiting Service ;**<br>Recruiting | ABC | Gardner Adv. Co. |
| Gang Busters | **Procter & Gamble Co.**<br>Tide, Soaps, Cleaners | ABC | Benton & Bowles |
| Gang Busters | **L. E. Waterman & Co.**<br>Pens, Pencils, Ink | ABC | Charles Dallas Reach |
| Garden Gate | **Ferry-Morse Seed Co.**<br>Seeds | CBS | MacManus, John & Adams, Inc. |
| Bob Garred, News | **Studebaker Corp.**<br>Studebaker Cars | CBS—PC | Roche, Williams & Cleary, Inc. |
| Bob Garred, News | **Peter Paul, Inc.**<br>Candy Bars | CBS—PC | Brisacher, Van Norden & Staff |
| Bob Garred, News | **"42" Products, Inc.**<br>Hair Oil & Other Products | CBS | Brisacher, Van Norden & Staff |
| G. E. Houseparty | **General Electric Co.**<br>Appliances & Merchandise Division | CBS | Young & Rubicam, Inc. |
| Gillette Fights | **Gillette Safety Razor Co.**<br>Probak, Valet Auto Strop, Safety Razors & Blades | ABC | Maxon, Inc. |
| Give & Take | **The Toni Co.**<br>Toni Home Permanent Wave, Toni Cream Shampoo | CBS | Foote, Cone & Belding |
| Arthur Godfrey's Talent Scouts | **Lever Brothers Company**<br>Lipton's Tea, Lipton's Soup Mixes | CBS | Young & Rubicam |
| Arthur Godfrey | **National Biscuit Co.**<br>All Products | CBS | McCann-Erickson, Inc. |
| Arthur Godfrey | **Liggett & Myers Tobacco Company, Inc.**<br>Chesterfield Cigarettes | CBS | Newell-Emmett Co. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Arthur Godfrey | **Gold Seal Co.**<br>Gold Seal Wax Cleaning Products | CBS | Campbell-Mithun, Inc. |
| Grand Central Station | **Pillsbury Mills, Inc.**<br>Sno Sheen Cake Flour and other Pillsbury products | CBS | McCann-Erickson, Inc. |
| Grand Ole Opry | **R. J. Reynolds Co.**<br>Prince Albert Tobacco | NBC | William Esty & Co., Inc. |
| Grand Slam With Irene Beasley | **Continental Baking Co., Inc.**<br>Wonder Bread, Hostess Cake | CBS | Ted Bates, Inc. |
| The Great Gildersleeve | **Kraft Foods Co.**<br>Parkay Kraft Dinner | NBC—PC | Needham, Louis & Brorby, Inc. |
| Great Scenes from Great Plays | **Nat. Council of Protestant & Episcopal Churches**<br>Religion | MBS | H. B. Humphrey Co.<br>Boston |
| Greatest Story Ever Told | **Goodyear Tire & Rubber Co.**<br>Institutional | ABC | Arthur Kudner Agency, Inc. |
| Green Hornet | **General Mills, Inc.**<br>Betty Crocker Cereal Tray, Cheerios, Cake Flours | ABC | Dancer-Fitzgerald-Sample, Inc. |
| The Jack Gregson Show | **Washington Cooperative Farmers Assoc.**<br>Poultry Products | NBC—PC | Pacific National Adv. Agency |
| Guiding Light | **Procter & Gamble Co.**<br>Duz, Drene | CBS | Compton Advertising, Inc. |

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| Hallmark Playhouse | **Hall Bros., Inc.**<br>"Hallmark" Greeting Cards | CBS | Foote, Cone & Belding |
| Harkness of Washington | **Pure Oil Co.**<br>Pure Oil & Petroleum Products | NBC | Leo Burnett Co., Inc. |
| Phil Harris—Alice Faye Show | **Rexall Drug Co.**<br>Rexall Drugs | NBC—PC | Batten, Barton, Durstine & Osborn, Inc. |
| Davis Harum | **B. T. Babbitt, Inc.**<br>Bab-O | CBS | Duane Jones Co., Inc. |
| Harvest of Stars With James Melton | **International Harvester Co.**<br>All Products | CBS | McCann-Erickson, Inc. |
| Harvest of Stars | **International Harvester Co.**<br>Institutional | NBC | McCann-Erickson, Inc. |
| Bob Hawk Show | **R. J. Reynolds Tobacco Co.**<br>Camel Cigarettes | CBS | Wm. Esty & Co., Inc. |

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| Bob Hawk Show | **R. J. Reynolds Tobacco Co.**<br>Camel Cigarettes | NBC | Wm. Esty & Co., Inc. |
| Sam Hayes | **Mennen Co.**<br>Shaving Cream, Skin Bracer, Talcum Powder, Cream Hair Oil | NBC—PC | Duane Jones Co., Inc. |
| Sam Hayes | **General Mills, Inc.**<br>Sperry Pancake, Waffle Flour, Wheaties | NBC—PC | Knox-Reeves Adv., Inc. |
| Dick Haymes Show | **Electric Auto-Lite Co.**<br>Spark Plugs, Batteries, Ignition Systems, etc. | CBS | Ruthrauff & Ryan, Inc. |
| Healing Ministry of Christian Science | **First Church of Christ Scientist**<br>Religion | MBS | H. B. Humphrey Co.<br>New York |
| Heart's Desire | **Philip Morris & Co., Ltd.**<br>Cigarettes | MBS | Cecil & Presbrey, Inc<br>New York |
| Gabriel Heatter | **Carter Products, Inc.**<br>Carter's Little Liver Pills | MBS | Sullivan, Stauffer, Colwell & Bayles, Inc<br>New York |
| Gabriel Heatter | **Noxzema Chemical Co.**<br>Noxzema Products | MBS | Sullivan, Stauffer, Colwell & Bayles, Inc.<br>New York |
| Gabriel Heatter | **R. B. Semler, Inc.**<br>Kreml Hair Tonic & Shampoo | MBS | Erwin, Wasey & Co<br>New York |
| Gabriel Heatter | **Serutan Co.**<br>Serutan—Nutrex & RDX | MBS | Roy S. Durstine, Inc<br>New York |
| Alvin Helfer | **Appalachian Coal Co.**<br>Coal | MBS | Haehnle Adv.<br>Cincinnati |
| Bill Henry, News | **Johns-Manville Corp.**<br>Insulating Materials, Roofing, Brake Lining | CBS | J. Walter Thompson Co. |
| Bill Henry and the News | **Johns-Manville Corp.**<br>Industrial Products | MBS | J. Walter Thompson Co. |
| Here's To You | **Charles E. Hires Co.**<br>Root Beer | CBS | N. W. Ayer & Son, Inc. |
| Hilltop House | **Miles Laboratories, Inc.**<br>Alka-Seltzer, One-A-Day Vitamin Tablets | CBS | Wade Advertising Agency |
| Hint Hunt | **Armour & Co.**<br>Armour's Meats, Chiffon Flakes, Armour's Chili | CBS | Foote, Cone & Belding |
| Hit the Jackpot | **Chrysler Corp. De Soto-Plymouth Dealers**<br>De Soto-Plymouth Cars | CBS | Batten, Barton, Durstine & Osborn, Inc. |
| Holiday Shows for Thanksgiving and Christmas | **Wm. Wrigley Jr. Co.**<br>Chewing Gum | CBS | Ruthrauff & Ryan, Inc. |
| Hollywood Headlines | **Seeman Bros., Inc.**<br>Air Wick | ABC | William H. Weintraub & Co., Inc. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Hollywood Star Preview | American Home Products Corp.<br>Anacin | NBC—PC | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Hop Harrigan | Lever Brothers Co.<br>Pepsodent Dentifrice | MBS | Foote, Cone & Belding<br>Chicago |
| Bob Hope | Lever Brothers Co.<br>Tooth Paste & Tooth Powder, Swan Soap | NBC—PC | Foote, Cone & Belding, Inc.<br>Young & Rubicam, Inc. |
| The Hope of Peace | Arabian-American Oil Co.<br>Institutional | ABC | Kudner Agency, Inc. |
| Hormel Girls Corp. | George H. Hormel & Co.<br>Spam | MBS | Batten, Barton, Durstine & Osborn, Inc.<br>Minneapolis |
| House of Mystery | General Foods Sales Corp.<br>Post Corn Toasties | MBS | Benton & Bowles, Inc.<br>New York |
| How to Get More Out of Life, with Jane Jordan | Wm. H. Wise & Co.<br>Books | CBS | Huber Hoge & Sons |
| How to Get More Out of Life With Jane Jordan | William H. Wise & Co.<br>Books on Sewing, Cooking, Knitting, etc. | ABC | Huber Hoge & Sons |
| The Human Side of the News | Kelvinator Div. of Nash-Kelvinator Corp.<br>Refrigerators, Electric Ranges, Home Freezers | ABC | Geyer, Newell & Ganger, Inc. |
| **I** | | | |
| Ice Follies of 1949 | Shipstad & Johnson<br>Ice Follies | MBS | Smith, Bull & McCreery, Inc.<br>Hollywood |
| Indianapolis Speedway Race | Perfect Circle Co.<br>Piston Rings | MBS | Henri, Hurst & McDonald, Inc.<br>Chicago |
| Inner Sanctum | Emerson Drug Co.<br>Bromo-Seltzer | CBS | Batten, Barton, Durstine & Osborn, Inc. |
| Inside of Sports | Bayuk Cigars, Inc.<br>Phillies Cigars | MBS | Neal D. Ivey Co.<br>Philadelphia |
| Burl Ives | Philco Corp.<br>Radios | MBS | Hutchins Advertising Co., Inc.<br>New York |
| **J** | | | |
| Jack Armstrong | General Mills, Inc.<br>Wheaties, Cheerios, Kix | ABC | Knox Reeves Adv., Inc. |
| Jergens Summer Journal | Andrew Jergens Co.<br>Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap | ABC | Robert W. Orr & Assoc., Inc. |

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| Jersey Stakes | **Gillette Safety Razor Co.**<br>Gillette Shaving Cream, Safety Razors, Blades | CBS | Maxon, Inc. |
| Joyce Jordan, M.D. | **Procter & Gamble Co.**<br>Dreft | NBC | Dancer-Fitzgerald & Sample, Inc. |
| Junior Miss | **Lever Bros. Company**<br>Pepsodent Tooth Powder, Rinso, Pepsodent Toothpaste, Lifebuoy | CBS | Needham, Louis & Brorby, Inc. |
| Dick Jurgens Orchestra | **Coca-Cola Co**<br>Coca-Cola | CBS | D'Arcy Adv. Co., Inc. |
| Just Plain Bill | **Whitehall Pharmacal Co.**<br>Anacin | NBC | Dancer, Fitzgerald & Sample, Inc. |
| Juvenile Jury | **General Foods Sales Corp.**<br>Gaines Dog Food | MBS | Benton & Bowles, Inc.<br>New York |

## K

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| Kaltenborn Edits the News | **Pure Oil Co.**<br>Pure Oil, Petroleum Products | NBC | Leo Burnett Co. |
| Katie's Daughter | **Manhattan Soap Co**<br>Sweetheart Soap | NBC | Duane Jones Co., Inc. |
| Kentucky Derby | **Gillette Safety Razor Co.**<br>Gillette Shaving Cream, Safety Razors & Blades | CBS | Maxon, Inc. |
| Sky King | **Derby Foods, Inc.**<br>Peter Pan Peanut Butter, Derby line of Canned Meats | ABC | Needham, Louis & Brorby, Inc. |
| Kay Kyser's College of Fun & Knowledge | **Pillsbury Mills, Inc.**<br>Family Flour, Pancake Mix, Cake Flour, Wheat Bran | ABC | McCann-Erickson, Inc. |
| Kay Kyser's College of Music & Knowledge | **Colgate-Palmolive-Peet Co.**<br>Palmolive Soap & Shave Cream | NBC—PC | Ted Bates, Inc. |
| King Cole Trio Time | **Wildroot Co., Inc**<br>Hair Tonic & Cream Oil | NBC | Batten, Barton, Durstine & Osborn, Inc. |
| Kraft Music Hall | **Kraft Foods Co**<br>Velveeta, Cream Cheese, Mayonnaise, Cheese Spreads, Miracle Whip | NBC—PC | J. Walter Thompson Co. |

## L

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| Ladies Be Seated | **Toni, Inc.**<br>Toni Home Permanent Wave, Toni Shampoo | ABC | Foote, Cone & Belding |
| Ladies Be Seated | **Quaker Oats Co.**<br>Aunt Jemima Pancake Flour, Buckwheat Flour, Ken L-Ration | ABC | C. J. LaRoche & Co. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Land of the Lost | **Bosco Co.**<br>Bosco Milk Amplifier | ABC | McCann-Erickson, Inc. |
| Lassie | **John Morrell & Co.**<br>Red Heart Dog Food | ABC | Henri, Hurst & McDonald, Inc. |
| Lassie | **John Morrell & Co.**<br>Red Heart Dog Food | NBC—PC | Henri, Hurst & McDonald, Inc. |
| Leave It to the Girls | **Continental Pharmaceutical Corp.**<br>Kyron | MBS | Arthur Meyerhoff & Co.<br>Chicago |
| Ernie Lee's Omega Show | **H. C. Cole Milling Co.**<br>Omega Flour | MBS | Gardner Advertising Co.<br>St. Louis |
| Let's Pretend | **Cream of Wheat Corp.**<br>Cream of Wheat Cereal | CBS | Batten, Barton, Durstine & Osborn, Inc. |
| Let's Talk Hollywood | **American Tobacco Co.**<br>Lucky Strikes | NBC—PC | Batten, Barton, Durstine & Osborn, Inc |
| The Life of Riley | **Procter & Gamble Co.**<br>Prell | NBC—PC | Benton & Bowles, Inc. |
| Life Can Be Beautiful | **Procter & Gamble Co.**<br>Spic & Span, Ivory Flakes | NBC | Dancer-Fitzgerald & Sample, Inc.<br>Biow Co., Inc. |
| Light of the World | **General Mills, Inc.**<br>Softasilk, Cake Mix, Cheerios, Pyequick, Soup, Gold Medal Flour | NBC | Dancer-Fitzgerald-Sample, Inc. |
| Victor H. Lindlahr | **Serutan Co.**<br>Serutan—Nutrex & RDX | MBS | Roy S. Durstine, Inc.<br>New York |
| The Listening Post | **Curtis Circulation Co.**<br>Saturday Evening Post | ABC | B. B. D. & O. |
| Guy Lombardo & Orchestra | **Kaiser-Fraiser Corp.**<br>Automobiles & Industries | MBS | Wm. H. Weintraub & Co.<br>New York |
| The Guy Lombardo Show | **First National Stores, Inc.**<br>Food Products, Institutional Adv. | ABC | John C. Dowd, Inc. |
| Lone Ranger | **General Mills, Inc.**<br>Cheerios, Kix, Pyequick | ABC | Dancer-Fitzgerald-Sample, Inc. |
| Longines Symphonette | **Longines-Wittnauer Watch Co.**<br>Wittnauer Watches | MBS | Victor A. Bennett Co., Inc. |
| Lora Lawton | **B. T. Babbitt, Inc.**<br>Bab-o | NBC | Duane Jones & Co. |
| Lorenzo Jones | **Sterling Drug, Inc.**<br>Phillips Creams & Milk of Magnesia, Bayer Aspirin, Energine Cleaning Fluid | NBC | Dancer-Fitzgerald-Sample, Inc. |

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| Lum 'n' Abner | **General Motors Corp.**<br>Frigidaire Division | CBS | Foote, Cone & Belding |
| Lum 'n' Abner | **Miles Laboratories, Inc.**<br>Alka-Seltzer, One-A-Day Vitamin Tablets | CBS | Wade Advertising Agency |
| Lutheran Hour | **Lutheran Laymen's League**<br>Religion | MBS | Gotham Advertising Co., Inc.<br>New York |
| Lux Radio Theater | **Lever Bros. Company**<br>Lux Toilet Soap, Lux Flakes | CBS | J. Walter Thompson Co. |

## M

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| Ma Perkins | **Procter & Gamble Co.**<br>Ivory Soap, Oxydol, Spic & Span | CBS | Compton Adv., Inc. |
| Ma Perkins | **Procter & Gamble Co.**<br>Oxydol | NBC | Dancer, Fitzgerald & Sample, Inc. |
| Ted Malone | **Westinghouse Electric Corp.**<br>Ranges, Laundromats, Refrigerators | ABC | McCann-Erickson, Inc. |
| Man Called X | **General Motors Corp.**<br>Frigidaire Division | CBS | Foote, Cone & Belding |
| Manhattan Merry-Go-Round | **Sterling Drug, Inc.**<br>Dr. Lyon's Tooth Powder, Tooth Paste | NBC | Dancer, Fitzgerald & Sample, Inc. |
| Zeke Manners | **Whitehall Pharmacal Co.**<br>Anacin, Kolynos, Bisadol | ABC—PC | Dancer, Fitzgerald & Sample, Inc. |
| Knox Manning, News | **Los Angeles Soap Co.**<br>All Products | CBS—PC | Raymond R. Morgan Co. |
| Knox Manning, News | **S.O.S. Company**<br>All Products, (Soaps) | CBS—PC | McCann-Erickson, Inc. |
| Manor House Party | **W. F. McLaughlin & Co.**<br>Manor House Coffee | NBC | Sherman & Marquette, Inc. |
| Groucho Marx Show | **Elgin-American Div. of Ill. Watch Co.**<br>Compacts, Cigarette Cases | ABC | Weiss & Geller, Inc. |
| Perry Mason | **Procter & Gamble Co.**<br>Camay, Crisco, Chipso, Ivory Flakes, Oxydol, Spic & Span, Tide Flakes | CBS | Pedlar & Ryan, Inc. |
| Mass. Handicap Horse Race | **Gillette Safety Razor Co.**<br>Razor Blades, Shaving Cream | ABC | Maxon, Inc. |
| Maxwell House Coffee Time | **General Foods Corp.**<br>Maxwell House Coffee | NBC—PC | Benton & Bowles, Inc. |
| Mayor of the Town | **Noxzema Chemical Co.**<br>Noxzema, Noxzema Shave Cream | ABC | Sullivan, Stauffer, Colwell & Bayles, Inc. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Smilin' Ed McConell | **Mantle Lamp Co. of America**<br>Electric & Kerosene Lamps, Kerosene Lanterns | ABC | William Hart Adler, Inc. |
| Smilin' Ed McConnell & His Buster Brown Gang | **Brown Shoe Co.**<br>Buster Brown Shoes | NBC—PC | Leo Burnett Co., Inc. |
| Meet the Boss (Guy Lombardo) | **Kaiser-Frazer**<br>Automobiles & Industries | MBS | William Weintraub Co. |
| Meet Corliss Archer | **Campbell Soup Co.**<br>Campbell Soups | CBS | Ward Wheelock Co. |
| Meet the Meeks | **Swift & Co.**<br>Alsweet Margarine | NBC | J. Walter Thompson Co. |
| Meet the Missus | **Chemicals, Inc.**<br>Vano Houshould Chemical | CBS—PC | Garfield & Guild |
| Meet the Missus | **Evans Pen Corp.**<br>Evanette Ball Point Pens | CBS—PC | Capka & Kennedy |
| Meet the Misses | **Gold Seal Co.**<br>Gold Seal Wax | CBS—PC | Campbell-Mithum, Inc. |
| Meet the Missus | **Interstate Laboratories, Inc.**<br>Oculine Eye Pads | CBS—PC | Morgan Adv. Agency<br>C. B. Juneau, Inc |
| Meet the Missus | **Luer Packing Co.**<br>Fresh Meats | CBS—PC | Dan B. Miner Co., Inc |
| Meet the Missus | **Modglin Company, Inc.**<br>Perma Brooms | CBS—PC | W. Earl Bothwell, Inc. |
| Meet the Missus | **Pillsbury Mills, Inc.**<br>All Products | CBS—PC | McCann-Erickson, Inc. |
| Meet the Missus | **Sunnyvale Packing Co.**<br>Rancho Soups | CBS—PC | Ruthrauff & Ryan Inc. |
| Meet the Missus | **Vick Chemical Co.**<br>All Products | CBS—PC | Morse International, Inc. |
| Meet the Missus | **Welch Grape Juice Co.**<br>Fruit Preserves | CBS—PC | Buchanan & Co., Inc. |
| Meet the Missus | **Wildroot Co., Inc.**<br>Wildroot Cream Oil | CBS—PC | Batten, Barton, Durstine & Osborn, Inc. |
| Meet the Stars | **Beauty Facteurs**<br>Instacurl | ABC | Mackenzie Adv. |
| Metropolitan Opera | **Texas Co.**<br>Gas, Oil | ABC | Buchanan & Co., Inc. |
| Metropolitan Opera Auditions of the Air | **Farnsworth Television & Radio Corp.**<br>Farnsworth Twenty-Twenty TV Receivers | ABC | Warwick & Legler, Inc. |

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| Our Miss Brooks with Eve Arden | **Colgate-Palmolive-Peet Co.**<br>Lustre Creme Shampoo, Palmolive Soap | CBS | Wm. Esty & Co., Inc. |
| The Molle Mystery Theatre | **Centaur Co.**<br>Molle Shave Cream & Double Danderine | NBC | Young & Rubicam |
| Monday Morning Headlines | **Seeman Bros., Inc.**<br>Air Wick | ABC | William H. Weintraub & Co., Inc. |
| Vaughn Monroe Show | **R. J. Reynolds Tobacco Co.**<br>Camel Cigarettes | CBS | Wm. Esty & Co., Inc. |
| The Henry Morgan Show | **Standard Laboratories, Inc.**<br>Rayve Creme Shampoo, Hedy Wave Home Permanent | ABC | Roche, Williams & Cleary, Inc. |
| Mr. Ace and Jane | **General Food Corp.**<br>Jell-O, Jell-O Puddings | CBS | Young & Rubicam, Inc. |
| Mr. Chameleon | **Sterling Drug Inc.**<br>Bayer Aspirin | CBS | Dancer-Fitzgerald-Sample, Inc. |
| Mr. District Attorney | **Bristol-Myers Co.**<br>Sal Hepatica, Vitalis, Ipana | NBC | Doherty, Clifford & Shenfield, Inc. |
| Mr. Information | **S.O.S. Company**<br>All Products, (Soaps) | CBS | McCann-Erickson, Inc. |
| Mr. Keen, Tracer of Lost Persons | **American Home Products Corp.**<br>Anacin, Kolynos | CBS | Dancer-Fitzgerald-Sample, Inc. |
| Mr. & Mrs. North | **Colgate-Palmolive-Peet Co.**<br>Cashmere Bouquet Soap, Halo Shampoo, Palmolive Shave Cream | CBS | Sherman & Marquette |
| Edward R. Murrow | **Campbell Soup Co.**<br>Franco-American Products, Pork & Beans | CBS | Ward Wheelock |
| Music from the Heart of America | **Falstaff Brewing Corp.**<br>Beer | NBC | Dancer-Fitzgerald-Sample, Inc. |
| Music Hour from Hollywood | **Bekins Van & Storage Co.**<br>Moving & Storage | NBC—PC | Brooks Advertising Agency |
| Musical Program | **Dem. National Comm.**<br>Political | ABC | Warwick & Legler, Inc. |
| My Friend Irma | **Lever Bros. Company**<br>Pepsodent Toothpaste, Swan Soap | CBS | Foote, Cone & Belding |
| My True Story | **Libby, McNeill & Libby**<br>Canned & Frozen Juices, Meats, Fish, Fruit | ABC | J. Walter Thompson Co. |
| Mystery Theater | **Sterling Drug Co.**<br>Bayer Aspirin, Phillips Milk of Magnesia & Tablets | CBS | Dancer-Fitzgerald-Sample, Inc. |

## N

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| The National Farm & Home Hour | **Allis-Chalmers Mfg. Co.**<br>Farm Equipment | NBC | Bert S. Gittins Advertising Co. |
| Nat'l Professional Football Championship Game | **General Mills, Inc.**<br>Wheaties<br>**Wilson Sporting Goods Co.**<br>Sporting Goods | ABC | Knox Reeves Adv., Inc.<br>Ewell & Thurber Assoc. |
| Navy-Notre Dame Game | **Gillette Safety Razor Co.**<br>Razor Blades, Shaving Cream | ABC | Maxon, Inc. |
| New Faces | **General Food Corp.**<br>Instant Maxwell House Coffee, Jell-O, Log Cabin Syrup | NBC | Benton & Bowles, Inc. |
| New York Philharmonic Symphony | **Standard Oil Company (New Jersey)**<br>Institutional | CBS | Marschalk & Pratt Co. |
| News | **W. F. Fuller & Co.**<br>Paints | CBS—PC | McCann-Erickson, Inc. |
| News of the World | **Miles Laboratory**<br>Alka-Seltzer & Vitamins | NBC | Wade Adv. Agency |
| Newscope | **Kaiser-Frazer Corp.**<br>Automobile & Industries | MBS | Swaney, Drake & Bement, Inc.<br>Chicago |
| Newsweek Looks Ahead | **Forty-Two Products, Ltd.**<br>"42" Oil Shampoo, "42" Hair Oil Tonic | ABC—PC | Brisacher, Van Norden & Staff, Inc. |
| Newsweek Looks Ahead | **Butler Packing Co.**<br>Dennison's Food Products | ABC—PC | Brisacher, Van Norden & Staff, Inc. |
| Newsweek Looks Ahead | **Clary Multiplier Corp.**<br>Flo-Ball Writing Instruments | ABC—PC | Brisacher, Van Norden & Staff, Inc. |
| Nick Carter | **Cudahy Packing Co.**<br>Old Dutch Cleanser | MBS | Grant Advertising, Inc..<br>Chicago |
| Noah Webster Says | **Southern Cotton Oil Co.**<br>Wesson Oil & Snowdrift | NBC—PC | Fitzgerald Adv. Agency |
| Northfield 1000 Voice Choir | **Stanley Home Products**<br>Kitchen Equipment | ABC | Direct |

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| Official Detective | **Pharmaco, Inc.**<br>Chooz | MBS | Ruthrauff & Ryan, Inc.<br>New York |

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| Old Gold Show with Frances Langford, Henry Morgan | **P. Lorrilard & Co.**<br>Old Gold Cigarettes | CBS | Lennen & Mitchell, Inc. |
| One Man's Family | **Standard Brands, Inc.**<br>Fleishman's Yeast, Shefford Cheese, Tenderleaf Tea, Chase & Sanborn Coffee, Blue Bonnet Margarine | NBC—PC | J. Walter Thompson Co. |
| Orange Bowl Football Game | **Gillette Safety Razor Co.**<br>Gillette Shaving Cream, Safety Razors & Blades | CBS | Maxon, Inc. |
| Original Amateur Hour | **P. Lorillard & Co.**<br>Old Gold Cigarettes | ABC | Lennen & Mitchell, Inc. |
| Our Gal Sunday | **American Home Products Corp.**<br>Anacin | CBS | Dancer-Fitzgerald-Sample, Inc. |

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| The Padded Cell | **Schutter Candy Co.**<br>Bit-O-Honey, Old Nick Candy Bars | CBS—PC | Russell M. Seeds Co., Inc. |
| Louella Parsons Show | **Andrew Jergens Co.**<br>Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap | ABC | Robert W. Orr & Assoc., Inc. |
| Pause That Refreshes On the Air | **Coca-Cola Co.**<br>Coca-Cola | CBS | D'Arcy Adv. Co., Inc. |
| Drew Pearson | **The Frank H. Lee Co.**<br>Hats | ABC | William H. Weintraub & Co., Inc. |
| People Are Funny | **Brown & Williamson Tobacco Co.**<br>Raleigh Cigarettes | NBC—PC | Russell M. Seeds Co. |
| Pepper Young's Family | **Procter & Gamble Co.**<br>Camay Soap | NBC | Pedlar & Ryan, Inc. |
| Elmer Peterson | **Planters Nuts & Chocolate Co.**<br>Planters Peanuts, Peanut Oil | NBC—PC | Raymond R. Morgan Co. |
| Elmer Peterson | **White King Soap Co.**<br>Soap Products | NBC—PC | Raymond R. Morgan Co. |
| Pet Milk Show | **Pet Milk Sales Corp.**<br>Evaporated Milk | NBC | Gardner Advertising Co. |
| Sam Pettengill | **America's Future, Inc.**<br>Book—"Constitution of U. S." by James Norton | ABC | Andrew Gahagan Assoc., Inc. |
| Pilgrim Hour | **Fuller Foundation**<br>Religion | MBS | R. H. Alber Co.<br>Los Angeles |
| Point Sublime | **John Hancock Mutual Life Insurance Co.**<br>Life Insurance | ABC | McCann-Erickson, Inc. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Portia Faces Life | **General Foods Corp.**<br>Instant Postum, Post's 40 Per Cent Bran Flakes, Post's Raisin Bran, | NBC | Benton & Bowles |
| Philip Morris Night | **Philip Morris & Co., Ltd.**<br>Cigarettes, Tobacco | NBC | Biow Co., Inc. |
| Philip Morris Playhouse | **Philip Morris & Co., Ltd., Inc.**<br>Philip Morris Cigarettes | CBS | The Biow Co., Inc. |
| Preakness Stakes | **Gillette Safety Razor Co.**<br>Gillette Shaving Cream, Safety Razors & Blades | CBS | Maxon, Inc. |
| Professor Quiz | **American Oil Co.**<br>Gasoline & Oil, Amoco, Self-Polishing Wax | ABC | Joseph Katz & Co. |
| Prudential Family Hour | **Prudential Insurance Co. of America**<br>Insurance Services | CBS | Benton & Bowles, Inc. |
| Prudential Family Hour of Stars | **Prudential Insurance Co. of America**<br>Insurance Services | CBS | Benton & Bowles, Inc. |
| | **Q** | | |
| Queen for a Day | **Armour & Co.**<br>Star Shortening | MBS | Foote, Cone & Belding<br>Chicago |
| Queen for a Day | **Philip Morris & Co., Ltd.**<br>Cigarettes | MBS | Cecil & Presbrey, Inc.<br>New York |
| Queen for a Day | **International Milling Co.**<br>Robin Hood Flour | MBS | Crook Advertising Agency<br>Dallas |
| Queen for a Day | **Miles Laboratories, Inc.**<br>Alka-Seltzer | MBS | Wade Advertising Agency<br>Chicago |
| Quick As a Flash | **Helbros Watch Co.**<br>Watches | MBS | Wm. H. Weintraub & Co., Inc.<br>New York |
| Quiz Kids | **Miles Laboratories, Inc.**<br>Alka-Seltzer & Vitamins | NBC | Wade Adv. Agency |
| | **R** | | |
| Radio Bible Class | **Radio Bible Class, Inc.**<br>Religious Talks | MBS | Stanley G. Boynton Co.<br>Detroit |
| The RCA-Victor Show | **Radio Corp. of America**<br>Institutional | NBC | J. Walter Thompson Co. |
| The Railroad Hour | **Assoc. of American Railroads**<br>Institutional | ABC | Benton & Bowles, Inc. |
| Readers Digest-Radio Edition | **Hall Bros., Inc.**<br>"Hallmark" Greeting Cards | CBS | Foote, Cone & Belding |

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| Renfro Valley Folks | **Ballard & Ballard Co.**<br>Ballard's Obelisk Flour and other milling products | CBS | Henri, Hurst & McDonald, Inc. |
| Revere All-Star Review | **Revere Camera Co.**<br>Cameras & Projectors | MBS | Roche, Williams & Cleary, Inc.<br>Chicago |
| The Rexall Summer Theatre | **Rexall Drug Co.**<br>Rexall Drugs | NBC—PC | N. W. Ayer & Sons, Inc.<br>Batten, Barton, Durstine & Osborn, Inc. |
| Richfield Reporter | **Richfield Oil Corp.**<br>Gasoline & Oil | NBC—PC | Hixson, O'Donnell Adv., Inc. |
| Richfield Reporter | **Richfield Oil Corp.**<br>Petroleum Products | ABC—PC | Hixson, O'Donnell Adv., Inc. |
| The Right to Happiness | **Procter & Gamble Co.**<br>Ivory Soap | NBC | Compton Adv., Inc. |
| Road of Life | **Procter & Gamble Co.**<br>Duz | NBC | Compton Adv., Inc. |
| Romance of the Highways | **Pacific Greyhound Lines**<br>Bus Transportation | ABC—PC | Beaumont & Hohman, Inc. |
| Romance of Helen Trent | **American Home Products Corp.**<br>Aero Wax, Ant-Spray, Black Flag, Kolynos Dental, Wizard Glass Wax | CBS | Dancer-Fitgerald-Sample, Inc. |
| Roy Rogers Show | **Quaker Oats Co.**<br>Oatmeal | MBS | Ruthrauff & Ryan, Inc.<br>Sherman & Marquette, Inc.<br>Chicago |
| Rose of My Dreams | **Manhattan Soap Co., Inc.**<br>Sweetheart Soap, Blu-White Flakes | CBS | Duane Jones Co., Inc. |
| Billy Rose | **Barbasol Co.**<br>Shaving Cream | MBS | Erwin, Wasey & Co. |
| Billy Rose, Pitching Horseshoes | **Musterole Co.**<br>Musterole | MBS | Erwin, Wasey & Co.<br>New York |
| Billy Rose, Pitching Horseshoes | **R. B. Semler, Inc.**<br>Kreml Hair Tonic & Shampoo | MBS | Erwin, Wasey & Co.<br>New York |
| Rosemary | **Procter & Gamble Co.**<br>Ivory Snow | CBS | Benton & Bowles, Inc. |

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| The Saint | **Lever Bros. Company**<br>Trim Hair Tonic | CBS—PC | Foote, Cone & Belding |
| Saturday Night Serenade | **Pet Milk Sales Co.**<br>400-D Pet Milk | CBS | Gardner Adv.. Co. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Screen Guild Players | **R. J. Reynolds Tobacco Co.**<br>Camel Cigarettes | NBC—PC | William Esty & Co., Inc. |
| The (New) Sealtest Village Store With Jack Carson | **Sealtest, Inc.**<br>Milk and Ice Cream | NBC—PC | McKee & Albright, Inc. |
| The (New) Sealtest Village Store With Ray Noble | **Sealtest, Inc.**<br>Milk and Ice Cream | NBC—PC | McKee & Albright, Inc. |
| Sealtest Variety Theatre Starring Dorothy Lamour | **Sealtest, Inc.**<br>Milk and Ice Cream | NBC—PC | N. W. Ayer & Son, Inc. |
| Second Mrs. Burton | **General Foods Corp.**<br>Bakers Chocolate, Certo, Instant Swans Down, LaFrance, Satina, Minute Tapioca, Regular Swans Down | CBS | Young & Rubicam, Inc. |
| Eric Sevareid, News | **Metropolitan Life Insurance Co.**<br>Institutional | CBS | Young & Rubicam, Inc. |
| The Shadow | **Delaware, Lackawanna & Western Coal Co.**<br>Blue Coal | MBS | Ruthrauff & Ryan, Inc. |
| The Robert Shaw Corale | **Standard Brands, Inc.**<br>Chase & Sanborn Coffee, Royal Pudding, Tenderleaf Tea | NBC | J. Walter Thompson |
| Sheaffer Parade | **W. A. Sheaffer Pen Co.**<br>Pens, Pencil, Skrip | NBC | Russel M. Seeds Co., Inc. |
| Sherlock Holmes | **Trimount Clothing Co., Inc.**<br>Clipper Craft Clothes | MBS | Wm. H. Weintraub & Co., Inc.<br>New York |
| The Sheriff | **Pacific Coast Borax Co.**<br>Twenty Mule Team Borax, Boraxo | ABC | McCann-Erickson, Inc. |
| William L. Shirer | **Piedmont Shirt Co.**<br>Wing Shirts | MBS | William H. Weintraub & Co., Inc.<br>New York |
| Dinah Shore, Harry James Show | **Philip Morris & Co., Ltd., Inc.**<br>Philip Morris Cigarettes | CBS | The Biow Co., Inc. |
| Herb Shriner Time | **Miles Laboratories, Inc.**<br>Alka-Seltzer, One-A-Day Vitamin Tablets | CBS | Wade Advertising Agency |
| Silver Summer View | **International Silver Co.**<br>Sterling and 1847 Rogers Bros. Silver | CBS | Young & Rubicam, Inc. |
| Red Skelton Program | **Brown & Williamson Tobacco Corp.**<br>Raleigh and Kool Cigarettes | NBC—PC | Russel M. Seeds Co., Inc. |

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| The Red Skelton Show | Procter & Gamble Co.<br>Tide | NBC—PC | Benton & Bowles, Inc. |
| Jack Smith Show | Procter & Gamble<br>Oxydol | CBS | Dancer-Fitzgerald-Sample, Inc. |
| Kate Smith Sings | Philip Morris & Co., Ltd.<br>Cigarettes | MBS | Cecil & Presbrey, Inc.<br>New York |
| Solitair Time | Campana Sales Co.<br>Solitair Make-up | NBC | The Clements Co., Inc. |
| Song of the Stranger | Pharmaco, Inc.<br>Feen-a-mint | MBS | Ruthrauff & Ryan, Inc.<br>New York |
| Songs By Morton Downey | Coca Cola Co.<br>Coca Cola | NBC, MBS | D'Arcy Advertising Co. |
| Speak Up America | Tucker Corp.<br>Autos | ABC | Roy S. Durstine, Inc. |
| Spotlight Review | Coca-Cola Co.<br>Coca-Cola | CBS | D'Arcy Adv. Co., Inc. |
| Sports | Gillette Safety Razor Co.<br>Blades & Razors | MBS | Maxon, Inc. |
| Sports Newsreel of the Air | Colgate-Palmolive-Peet Co.<br>Palmolive Shave Cream | NBC | Sherman & Marquette, Inc. |
| The Jo Stafford Show | Revere Camera Co.<br>Movie Cameras, Projectors, Accessories | ABC | Roche, Williams & Cleary, Inc. |
| The Standard Hour | Standard Oil Co. of Calif.<br>Petroleum Products | NBC—PC | Batten, Barton, Durstine & Osborn, Inc. |
| Standard School Broadcast | Standard Oil Co. of Calif.<br>Petroleum Products | NBC—PC | Batten, Barton, Durstine & Osborn, Inc. |
| Star Theater | Texas Company<br>Texas Products | CBS | Kudner Agency, Inc. |
| Stars Over Hollywood | Bowey's, Inc.<br>Dari-Rich Products | CBS | Sorensen & Co. |
| Stars Over Hollywood | Armour & Co.<br>Dash Dog Food | CBS | Foote, Cone & Belding |
| Startime with Dorothy Kilgallen | Drackett Co.<br>Drano, Windex | ABC | Young & Rubicam, Inc. |
| Stella Dallas | Sterling Drug, Inc.<br>Phillips Milk of Magnesia & Tablets,<br>Energine Cleaning Fluid | NBC | Dancer-Fitzgerald-Sample, Inc. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| Dr. Wallace Sterling, News | **Day & Night Mfg. Co.**<br>Water Heaters & Eqpt. | CBS—PC | Hixson-O'Donnel Adv., Inc. |
| Dr. Wallace Sterling | **Payne Furnace Co.**<br>Heating Appliances | CBS—PC | Knollin Adv. Agcy. |
| Stop the Music | **Swerl Products Div., Allied Chemical & Dye Corp.**<br>Swerl | ABC | Maxon, Inc. |
| Stop the Music | **Spiedel Co.**<br>Wristwatch Bands | ABC | Cecil & Presbrey, Inc. |
| Stop the Music | **Smith Bros.**<br>Smith Bros. Cough Drops | ABC | Sullivan, Stauffer, Colwell & Bayles, Inc. |
| Stop the Music | **P. Lorillard & Co.**<br>Old Gold Cigarettes | ABC | Lennen & Mitchell, Inc. |
| Stop the Music | **Eversharp, Inc.**<br>Razors, Razor Blades, Pens, Pencils | ABC | Biow Co., Inc. |
| The Story of Holly Sloan | **General Mills, Inc.**<br>Pyequick, Bean Soup | NBC—PC | Knox-Reeves Advertising, Inc. |
| Storyteller | **Clear Weave Stores**<br>Stockings, Gloves, Purses | ABC | Doherty Adv. Co., Inc. |
| Strange Romance of Evelyn Winters | **Manhattan Soap Co., Inc.**<br>Sweetheart Soap, Blue Barrel Soap | CBS | Duane Jones Co., Inc. |
| The David Street Show | **Cardinet Candy Co.**<br>Candy Bars | NBC—PC | Elliott-Daly Co. |
| Strike It Rich | **Luden's Inc.**<br>5th Avenue Candy Bar | CBS | J. M. Mathes, Inc. |
| Sugar Bowl Game | **Gillette Safety Razor Co.**<br>Razor Blades, Shaving Cream | ABC | Maxon, Inc. |
| Sunday Evening Hour | **Rechhold Chemical, Inc.**<br>Musical Digest Magazine, Vox Records | ABC | Kenyon & Eckhardt, Inc. |
| Sunoco Three Star Extra | **Sun Oil Co.**<br>Gas & Oil, Fuel Oil | NBC | Roche, Williams & Cleary, Inc. |
| Superman | **E. J. Brach & Sons, Inc.**<br>Confections | MBS | George H. Hartman Co.<br>Chicago |
| Surprise Package | **McKesson & Robbins**<br>Tartan Suntan Oil | ABC—PC | Benton & Bowles |
| Surprise Package | **Shontex Co.**<br>Shontex Hair Conditioner, Shampoo | ABC—PC | Fritz-Carlson-Cash, Inc. |
| Surprise Package (Participations in) | **Mode O'Day Corp.**<br>Mode O'Day Wash Dresses | ABC—PC | Glasser, Gailey, Inc. |

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| Surprise Theater with Knox Manning | **Calif. Prune & Apricot Growers Assn.**<br>Sunsweet Tenderized Fruit | CBS | Long Adv. Service |
| Suspense | **Electric Auto-Lite Co.**<br>Spark Plugs, Batteries, Ignition Systems and Other Auto Accessories | CBS | Newell-Emmett Co. |
| Sweeney & March | **General Foods Corp.**<br>Sanka, Instant Sanka | CBS | Young & Rubicam, Inc. |
| Warren Sweeny, News | **Curtiss Candy Co.**<br>Candy | CBS | C. L. Miller Co. |

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| Take a Number | **U. S. Tobacco Co.**<br>Model, Tween Dills Best | MBS | Kudner Agency<br>New York |
| Take It or Leave It | **Eversharp Inc.**<br>Pens & Pencils | NBC—PC | Biow Co., Inc. |
| Mary Lee Taylor | **Pet Milk Sales Co.**<br>400-D Pet Milk | CBS | Gardner Adv. Co. |
| The Tales of Willie Piper | **General Electric Co.**<br>Electric Lamps | ABC | B. B. D. & O. |
| Henry J. Taylor | **General Motors Corp.**<br>Cars, Services | ABC | Kudner Agency, Inc. |
| Mary Lee Taylor Show | **Pet Milk Sales Corp.**<br>Evaporated Milk | NBC | Gardner Advertising Co. |
| Teen Timers Club | **Teen Timers, Inc.**<br>Teen Timers Dresses | MBS | Buchanan & Co.<br>New York |
| The Telephone Hour | **Bell Telephone System**<br>Institutional | NBC | N. W. Ayer & Son, Inc. |
| Terry & The Pirates | **Quaker Oats Co.**<br>Puffed Wheat, Rice Sparkies | ABC | Sherman & Marquette, Inc. |
| Tex & Jinx | **Bristol-Myers Co.**<br>Ipana & Vitalis | NBC | Young & Rubicam, Inc. |
| Texaco Star Theater | **Texas Co.**<br>Gas, Oil | ABC | Kudner Agency, Inc. |
| Theatre Guild on the Air | **U. S. Steel Corp.**<br>Institutional | ABC | B. B. D. & O. |
| This Changing World | **Fruehauf Trailer Co.**<br>Trailers, Institutional Adv. | ABC | Zimmer-Keller, Inc. |
| This Farming Business | **Skelly Oil Co.**<br>Petroleum Products | NBC | Henri Hurts & McDonald, Inc. |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| This Is Nora Drake | The Toni Co.<br>Toni Home Permanent Wave, Toni Creme Shampoo | CBS | Foote, Cone & Belding |
| This Is Nora Drake | Toni Co.<br>Home Permanent Wave | NBC | Foote, Cone & Belding, Inc. |
| This Is Your FBI | Equit. Life Assur. Soc. of U. S.<br>Insurance | ABC | Warwick & Legler, Inc. |
| This Woman's Secret | General Mills, Inc.<br>Sperry Flour Cereals & Wheaties, Wheat Hearts | NBC—PC | Knox Reeves Adv., Inc. |
| Danny Thomas Show | General Foods Corp.<br>Sanka, Instant Sanka | CBS | Young & Rubicam, Inc. |
| Lowell Thomas | Procter & Gamble Co.<br>Ivory Soap | CBS | Compton Adv. Inc. |
| Those Websters | Quaker Oats Co.<br>Oatmeal | MBS | Ruthrauff & Ryan, Inc.<br>Sherman & Marquette, Inc.<br>Chicago |
| Todays Children | General Mills, Inc.<br>Wheaties, Bean Soup, Bisquick | NBC—PC | Knox-Reeves, Inc. |
| Tom Mix & His Ralston Straight Shooters | Ralston-Purina Co.<br>Ralston, Shredded Ralston, Instant Ralston | MBS | Gardner Advertising Agency<br>St. Louis |
| Tomorrow's Headlines | Seeman Bros., Inc.<br>Air Wick | ABC | William H. Weintraub & Co., Inc. |
| Mel Torme Show | Philip Morris & Co., Ltd.<br>Cigarettes | NBC—PC | Biow Co., Inc. |
| Bob Trout and the News | Pillsbury Mills, Inc.<br>Pie Crust Mix | NBC | Leo Burnett Co., Inc. |
| True Detective Mysteries | Williamson Candy Co.<br>O'Henry Candy | MBS | Aubrey, Moore & Wallace, Inc. |
| True or False | Shotwell Mfg. Co.<br>Confections | MBS | C. Wendel Muench & Co.<br>Wade Advertising<br>Chicago |
| Truth or Consequences | Procter & Gamble<br>Duz | NBC—PC | Compton Adv., Inc. |

| | | | |
|---|---|---|---|
| Twenty Questions | **Ronson Art Metal Works**<br>Ronson Lighters | MBS | Cecil Presbrey, Inc.<br>New York |
| Dave Vaille, News | **Metropolitan Life Insurance Co.**<br>Institutional | CBS—PC | Young & Rubicam, Inc. |
| The Voice of Firestone | **Firestone Tire & Rubber Co.**<br>Tires & Tubes, Institutional | NBC | Sweeney & James Co. |

## V

| | | | |
|---|---|---|---|
| Voice of Prophecy | **Voice of Prophecy, Inc.**<br>Religious Talks | NBC | Western Advertising, Inc.<br>Los Angeles |
| Vox Pop | **American Express Co.**<br>Travelers Checks, Money Orders, Travel Service Field Warehousing Service | ABC | J. M. Mathes, Inc. |

## W

| | | | |
|---|---|---|---|
| Bennie Walker's Tillamook Kitchen | **Tillamook County Creamery Assoc.**<br>Cheese | NBC—PC | Botsford, Constantine & Gardner |
| Sydney Walton | **William H. Wise & Co.**<br>"The Handyman" (publication) | ABC | Huber Hoge & Sons |
| Waltz Time | **Sterling Drug Co.**<br>Phillips Milk of Magnesia | NBC | Dancer-Fitzgerald-Sample, Inc. |
| Fred Waring Program | **American Meat Institute**<br>Meat & Allied Products | NBC | Leo Burnett Co., Inc. |
| Fred Waring Program | **General Electric Co.**<br>Institutional | NBC | Batten, Barton, Durstine & Osborn, Inc. |
| Fred Waring Program | **Minnesota Valley Canning Co.**<br>Canned Vegetables | NBC | Leo Burnett Co., Inc. |
| Fred Waring Program | **S. C. Johnson & Sons, Inc.**<br>Johnson's Wax, Allied Products | NBC | Needham, Louis & Brorby, Inc. |
| Wendy Warren & News | **General Foods Corp.**<br>Maxwell House Coffee,<br>Instant Maxwell House Coffee | CBS | Benton & Bowles, Inc. |
| George Washington—Country Squire | **Grand Lodge of Free & Accepted Masons N. Y.**<br>Institutional | MBS | Direct |

| PROGRAM | ADVERTISER AND PRODUCT | NETWORK | ADVERTISING AGENCY |
|---|---|---|---|
| We Love and Learn | Manhattan Soap Co.<br>Sweetheart Soap | NBC | Duane Jones Co., Inc. |
| We, The People | Gulf Oil Corp.<br>Gulf Oil Products | CBS | Young & Rubicam, Inc. |
| Buddy Weed Trio | Seeman Bros., Inc.<br>White Rose Food Products | ABC | J. D. Tarcher & Co., Inc. |
| Welcome Travelers | Procter & Gamble Co.<br>Ivory Snow | ABC | Compton Adv. Agency |
| What Makes You Tick? | Procter & Gamble Co.<br>Ivory Flakes | ABC | Compton Adv. Agency |
| What Makes You Tick? | Procter & Gamble Co.<br>Ivory Flakes | CBS | Compton Adv. Agency |
| What Makes You Tick? | Helbros Watch Co.<br>Watches | MBS | Wm. H. Weintraub & Co., Inc.<br>New York |
| What's My Name | General Electric Co.<br>Electric Lamps | ABC | B. B. D. & O. |
| When a Girl Marries | General Foods Corp.<br>Calumet, Swansdown, Birds Eye | NBC | Benton & Bowles, Inc.<br>Young & Rubicam, Inc. |
| The Whistler | Signal Oil Co.<br>Gas, Oil | CBS—PC | Barton A. Stebbins Adv. Agency |
| The Whistler | Household Finance Corp.<br>Personal Loans | CBS | LeVally, Inc. |
| The Paul Whiteman Record Club | Wesson Oil & Snowdrift Co.<br>Wesson Oil, Snowdrift Shortening | ABC | Kenyon & Eckhardt |
| The Paul Whiteman Record Club | R. J. Reynolds Tobacco Co.<br>Cigarettes, Pipe Tobacco | ABC | William Esty & Co. |
| The Paul Whiteman Record Club | Nestle's Co.<br>Nescafe | ABC | Compton Adv. Agency, Inc. |
| The Paul Whiteman Record Club | National Biscuit Co.<br>Crackers, Cereals, Cakes, Cookies, Bread | ABC | McCann-Erickson, Inc. |
| Whiz Quiz | Paul F. Beich & Co.<br>Whiz & Pecan Pete Candy Bar | ABC | Olian Adv. Agency |
| Williams-Flores Lightweight Championship Fight | Gillette Safety Razor Co.<br>Razor Blades, Shaving Cream | ABC | Maxon, Inc. |

| | | | |
|---|---|---|---|
| Meredith Willson | General Foods Corp.<br>Jell-O | ABC | Young & Rubicam, Inc. |
| Walter Winchell | Andrew Jergens Co.<br>Jergens Lotion, Face Cream, Hand Cream, Woodbury Facial Soap | ABC | Robert W. Orr & Assoc., Inc. |
| Winter Olympics | United States Rubber Co.<br>U. S. Tires | MBS | Campbell-Ewald Co.<br>New York |
| Woman in White | General Mills, Inc.<br>Bisquick | NBC—PC | Knox-Reeves Advertising, Inc. |
| World Front | Bunte Brothers<br>Candy | NBC | Presba, Fellers & Presba, Inc. |
| World Series | Gillette Safety Razor Co.<br>Razor Blades, Shaving Cream | MBS | Maxon, Inc. |

## Y

| | | | |
|---|---|---|---|
| Young Dr. Malone | Procter & Gamble Co.<br>Crisco | CBS | Compton Adv. Agency |
| Young Widder Brown | Sterling Drug, Inc.<br>Haley's M-O, Phillips Toothpaste, Phillips Creams | NBC | Dancer-Fitzgerald-Sample, Inc. |
| Your Hit Parade | American Tobacco Co.<br>Lucky Strike Cigarettes | NBC—PC | Foote, Cone & Belding, Inc.<br>Batten, Barton, Durstine & Osborn, Inc. |
| Your Home Beautiful | Benjamin Moore & Co.<br>Paints | ABC | St. Georges & Keyes, Inc. |
| Your Land & Mine | General Motors Corp.<br>Institutional | MBS | Kudner Agency, Inc. |
| Your Lucky Strike Program | American Tobacco Co.<br>Lucky Strike Cigarettes | CBS | Batten, Barton, Durstine & Osborn, Inc. |
| Your Song & Mine | Borden Co.<br>All Products | CBS | Kenyon & Eckhardt, Inc. |
| Yours for a Song | Conti Products<br>Shampoo | MBS | Bermingham, Castleman & Pierce |
| Young People's Church of the Air | Young People's Church of the Air, Inc.<br>Religious Talks | MBS | Erwin, Wasey & Co.<br>New York<br>Alpha Advertising Agency<br>Philadelphia |

*First it was . . .* **WABD** NEW YORK'S WINDOW ON THE WORLD

*NEXT it was . . .* **WTTG** WASHINGTON'S WINDOW ON THE WORLD

***AND NOW** it's . . .*

# WDTV

***PITTSBURGH'S WINDOW ON THE WORLD***

***Pioneer station linking the East Coast and Mid-West networks!***

***All Owned and Operated by***

THE

DUMONT

TELEVISION NETWORK

. . . first in television to offer all-day programming in the New York area . . . WABD, Channel 5.

DU MONT TELEVISION NETWORK, 515 MADISON AVENUE, NEW YORK CITY

RADIO DAILY

*PRESENTS*

# THE 1949 YEAR BOOK OF TELEVISION

*Edited by*

*JACK ALICOATE*

Copyright, 1949, by Radio Daily Corp.

1501 Broadway, New York 18, N. Y. WIsconsin 7-6336

# ZIV

## Television Programs

ON FILM

## ACHIEVE HIGHER SPONSOR IDENTIFICATION

They're great, new, commercial shows—featuring big-name stars — designed to produce maximum viewer impact. They're processed, exclusively, for cost-conscious, result-minded advertisers. Get the facts on these ZIV Television Programs now!

**SPORTS ALBUM** ..... 5-minute series of shows on: Baseball, Football, Wrestling, Boxing.

**YESTERDAY'S NEWSREEL**... 15-minute shows, highlighting headline events of yesteryear.

**FEATURES** ..... 1-hour, full-length movies.

**WESTERNS** ..... 1-hour, full-length movies.

*Write, wire or phone today!*

ZIV Television Programs INC.

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK CHICAGO HOLLYWOOD

# TELEVISION

## —1949 PREVIEW

As this is written 57 television stations are operating in key center cities throughout the country, 66 CP's have been granted and 317 applications for stations are pending before the FCC. These figures spell unprecedented progress in the new media of sight and sound.

Coupled with the station expansion, TV now boasts of networks which link the Atlantic seaboard and the midwest and carry programs as far west as the Mississippi River. In another year stations on the Pacific coast will be linked by coaxial cable. In 1950 transcontinental network television will become a reality.

The Year Book of Television is a progress report on these developments. In the pages that follow the whole story of the rapid growth of the new communications art unfolds. Here you find accurate information on the kind and quality of programming; statistics on the TV audience which in 1948 acquired 1,000,000 sets and a complete who's who of TV station management.

We are indebted to many for the editorial and statistical content of this 1949 Year Book of Television.

This is your volume—a progress report on the nation's fastest growing industry.

JACK ALICOATE
Editor.

BEST NEWS coverage on TV? . . . Telepix! . . . with ten cameramen covering the Eastern Seaboard . . . two camera planes for fastest possible picture-reporting! . . . And more scoops to its credit than any TV news service! . . . Every night at 7:30 . . . Sunday Roundup, same time . . . late news just before signoff.

## *Takes all kinds . . . .*

For any advertiser who wants to attract a major audience and keep it coming back for more . . . make conversation and comment among customers . . . promote prestige, build business and better sales . . . WPIX presents the widest possible variety of remote pick-ups and studio productions . . . Children's shows, sports events, pertinent programs for the homemaker . . . comprehensive news coverage, public service presentations . . . comedy, drama, movies . . . all offer the advertiser an unusual opportunity to reach more prospects in a new major market with a new major medium—big enough now to rate room on any advertising schedule . . . and coming up fast in New York!

For full facts, production costs, and time rates on WPIX programs currently available for sponsorship or syndication . . . just write, wire or phone . . .

**WPIX** • THE NEWS Television Station
220 E. 42nd St., N. Y. C. . . . MUrray Hill 2-1234
*Represented outside New York City by*
FREE & PETERS, 444 Madison Ave., New York 22

**WPIX**

NEW YORK CITY • CHANNEL 11

# TEN YEARS OF TELEVISION

By WILL BALTIN, *Secty.-Treas., Television Broadcasters Association, Inc.*

*Will Baltin*

TEN years ago when television was struggling to wrest itself from the shackles that chained it to the laboratory, enthusiasts for the new art were few and far between. Those who sang the praises of television were, more often than not, characterized as wishful thinkers and dreamers.

Now that the flames of enthusiasm for TV are eating their way across the nation in the most startling conflagration of interest since the gold rush of '49, it may be well to pause momentarily and turn one's sights back on the decade that is to be rounded out on April 30, 1949—the 10th anniversary of electronic television broadcasting in the United States.

In the past 10 years there have been two champions in their own right who recognized another "champ" in embryo and did more than any others to accord him his just due. The "champ" of course is television and the supporters are Brig. Gen. David Sarnoff of RCA and Dr. Allen B. Du Mont, genius of the cathode ray tube and founder of a company by the same name. Both men gave the industry the initial drive that sent it on its way.

But behind the scenes were many other willing and hopeful figures who pitched in and contributed their share to the march of television progress. Back in the experimental days of television broadcasting (1936-1939), Thomas H. Hutchinson was the "Zanuck" of the lot. As top producer at W2XBS (now WNBT) Hutchinson dug his teeth into variety, drama, sports, news, etc.

It was only a short time after the opening of the World's Fair and the start of regularly telecasting by W2XBS that CBS' experimental station, W2XCW, (now WCBS-TV) took to the air with Gilbert Seldes at the production helm and Adrian Murphy and Leonard H. Hole in supervisory posts.

Du Mont's station, W2XWV (now WABD) entered the video sweepstakes in mid-1940. I had been pounding out a steady tat-tat-too of television verbiage charged with enthusiasm as a newspaperman from 1934 to 1940 when the arm of Dr. Du Mont reached out and collared me for the post of program manager of his station, W2XWV, on June 1, 1940.

Television expansion ran head-on into the war in 1942 and programming was limited to transmissions for national defense. Only other stations to reach the air prior to and during the early days of the war included WRGB in Schenectady, WPTZ in Philadelphia, WBKB in Chicago, KTLA and W6XAO in Los Angeles. And only about 8,500 receivers had been built and circulated before the war intervened.

In the period 1939 to 1941, television passed through several crises. The F.C.C. granted a "green" light to commercial telecasting, then took it away pending standardization of frames, lines, etc. Television in that period passed from 343 lines to 441 lines to 525 lines.

The National Television Standards Committee gave way to the Radio Technical Planning Board and television channels shriveled from 26 to 18 to 13 to 12. The reason: new services born out of wartime development also required space.

Television having survived the whittling process was grabbed again in 1946 and sent through another governmental wringer—this one composed of rainbow hues. It wound up a bit washed out but still in its black and white garb.

The television "gold rush" started in mid-1947 when broadcasters suddenly discovered that in some centers television was really growing up. Television station applications jumped from about 60 to over 300 and channels that had gone begging for years were being fought over by competitive interests.

At the year's end the F.C.C. had virtually thrown up its hands in despair at the shortage of channels and "froze" the situation. It was just another impasse in a series of obstacles that confronted the forward-moving television industry through its 10-year cycle of national and international upheaval.

# cleare

st

**16% Clearer on WNBT**

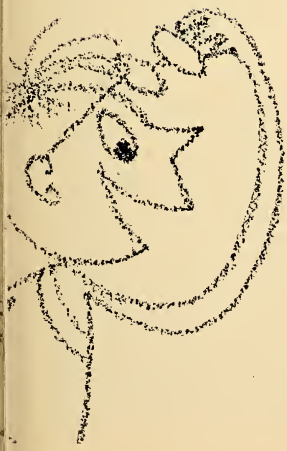
*The face on the living-room screen is 16% clearer on WNBT* than on the next best New York station . . . and WNBT is setting the standard of technical reception for all the other stations of the NBC Television Network. Technical superiority multiplies viewers . . . *and the audience to NBC.*

## three to one

Images clearer on NBC, programs more popular, audiences larger . . . in fact, in answer to the question "Which one television station do you view the most?" viewers in the New York area state a *three to one* preference for NBC over the second ranking station.*

With a lead like this, it's no wonder that *four times* as many network advertisers are on NBC Television as on any other network.

**Complete details on request*



# *NBC Television*

THE NATIONAL BROADCASTING COMPANY

*A service of Radio Corporation of America*

# clearest

**16% Clearer on WNBT**

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**Complete details on request*

*NBC Television*

THE NATIONAL BROADCASTING COMPANY

*A service of Radio Corporation of America*

# WBAL and WBAL-TV Mean Business in Baltimore!

NBC AFFILIATE

Nationally Represented By Edward Petry Co.

# VIDEO HIGHLIGHTS

NUMBER of television stations climbed from 16 in 1947 to 49 by the end of 1948, with expectations that this figure will be more than doubled in '49.

The FCC ordered a freeze on hearings and action on all applications for stations pending a study of present allocations and possible opening of the UHF band to commercial video.

Network television became a reality for about one-third of the United States on Jan. 11, 1949, when AT&T opened the coaxial cable linking 14 cities from Boston to St. Louis.

RMA announced production of 866,832 receivers during 1948, bringing the post-war total to 1,160,000. Industry estimates place the expected output for 1949 around the two million mark.

Eighteen stations reaching nine major markets covered the major political convention in Philadelphia at a cost estimated in the neighborhood of $500,000.

Coverage of the Presidential election provided TV with its biggest news story in history. The four webs were on the air a total of 52 hours, seven minutes. Longest stint was turned in by CBS, 14:45, beating NBC by seven minutes. Latter, however, was on the air without interruption from 9 p.m. to 11:38 a.m.

Another first was the fact that the election coverage was sponsored. Life magazine was the bankroller on NBC; Kaiser-Frazer, on ABC; Nash Motors on CBS. DuMont returns were aired in cooperation with Newsweek.

First large screen television demonstration was held by the Paramount Theater in New York, using an intermediate film projection system. Program was a 20-minute boxing exhibition picked up by WPIX.

By the end of the year, number of TV advertisers had grown to over 700, who spent a total of $307,185 for time during one week (Jan. 2-8). Largest single group of bankrollers was retail accounts who spent $88,888 during the sample week. 33 network sponsors spent $68,954, and 234 selective advertisers spent $143,343.

# PROGRAM PATTERN FOR 1949

By IRWIN ROSTEN, *Staff Writer*, TELEVISION DAILY

*Irwin Rosten*

IN reviewing the television programming of the past year, two points come immediately to mind. One is tangible—the tremendous progress made in the production of studio shows. The other—an intangible—is the general awareness that became apparent towards the end of the year of the inadequacies of this same programming despite its remarkable improvement. Let's take the two points in order.

At the beginning of 1948, there were very few studio productions on the air and those that were carried were, for the most part, sustaining. Even in New York, which was and still is, far in advance of any other city from a program standpoint, a good part of the stations' air time was devoted to mediocre boxing bouts and phoney wrestling matches, with a sprinkling of other sports and special events. By early Spring, when the "Amateur Hour," sponsored by Kaiser-Frazer, was the top show in the first TV survey by Hooper, a few brave pioneering sponsors began to buy time. American Tobacco placed "Tonight on Broadway" on CBS, and Admiral sponsored Henry Morgan on ABC. Both were short-lived.

Toward the beginning of Summer, when set sales were spurred by the impending political conventions, the most successful commercial program to date made its startling debut. An up-to-date version of vaudeville, the "Texaco Star Theater," inspired the term "vaudeo"; brought its emcee, Milton Berle, to new heights of popularity; put countless imitators before the cameras, and opened the flood gates of commercial television.

In the Fall, the high-budgeted dramatic shows made their appearance, led by the "Philco Playhouse," an hour-long production that gave new meaning to the word entertainment. Plays such as "Counsellor-at-Law" and "Cyrano de Bergerac," presented with excellent casts and Fred Coe's inspired direction softened even the most vehement videophobes. Soon afterward, "Ford Theater" and "Studio One" came along to make equally important contributions to TV drama.

As the list of sponsors grew, so did the variety of programs. Some were good, some were fair and others were downright awful, but the medium was learning, and as the new year began the second point offered at the beginning of this article became increasingly apparent.

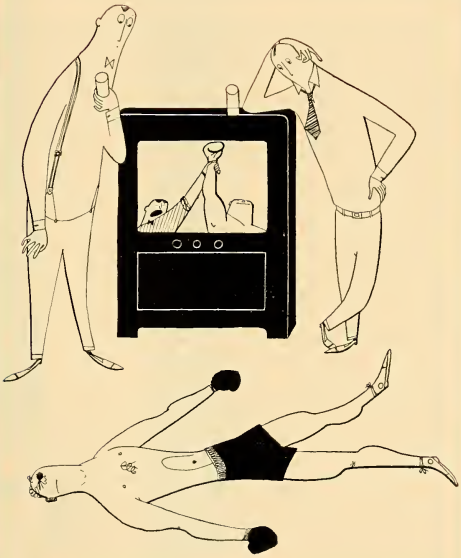
The industry had already learned that radio programs do not necessarily make good viewing. Now it is beginning to realize that the structure of the radio schedule—performances by the same artist or group of artists once a day or once a week—probably will not apply much longer to television. The impact of sight and sound is so great that watching the same faces week after week can become trying for the viewer. Fresh material and new talent is needed to satiate the voracious orthicons.

Despite the great improvements of the past year future progress therefore will have to be made along different lines. A pattern will have to be developed to allow the advertiser to reach his audience with regularity, but this same regularity must be flexible enough to assure continued interest in the programs.

Another new phase of programming that became increasingly important towards the end of the year was daytime shows. DuMont's flagship WABD startled the industry last fall by instituting a 7 a.m. to 11 p.m. schedule. Trade circles said it couldn't be done, but by keeping production expenses to the barest minimum, the station was able to break even when the first sales rolled in. Other stations around the country began expanding their schedules and, by and large, daytime programming proved successful.

As competition for the smaller daytime audience increases and brings with it intensified competition for the advertising dollar, several rather drastic changes in the established sales set-up may be expected. Program sales may disappear entirely, to be replaced by participations and announcements. Current standard spot length may be revised to include shorter announcements—perhaps as brief as five seconds—at low rates to attract low-budgeted local retail accounts.

*For Complete List of Television Programs See Page 1081*



Sure, Television's amazing

**–and it's practical, too!**

(TO SEE HOW PRACTICAL, SEE NEXT PAGE)

WCBS-TV programs carry a terrific sock for New York television audiences. For WCBS-TV consistently delivers the largest audiences of all New York television stations, quarter-hour by quarter-hour, seven nights a week. More people tune more often to WCBS-TV than to any other station—which is why it is the most practical advertising buy in Television today.

**CBS-TV**

# TV PROGRAM FORMATS

By MYRON P. KIRK, *Radio and TV Exec Kudner Agency, Inc*

*Myron P. Kirk*

A COMMERICIAL television or radio program is comprised of two broad elements —the "crowd-gathering," or entertainment segment of the show, and the "sell," or commercial. The function of the first is to gather a listening and viewing audience. It is comparable to the barker of a circus, or to the circulation staff of a periodical. The function of the second is to put across the sponsor's message and products.

Certainly the formula is no trade secret. Doubtless, it goes back to the very beginning of civilization. Probably even before things got civilized, the prehistoric folks had a variety of mumbo-jumbo to rally all within earshot for some sort of sales talk. I rather doubt, however, that the cameman with the loudest voice or the biggest drum always did the best selling job. I think then, as now, it was all in how he did it.

Selling on radio hasn't been easy for any of us. To get the ears of a listening audience, we have employed all sorts of devices and techniques, both in the "crowd-gathering" and in the "sell." After 25 years of radio, there still is no pat formula, insofar as I know, for what is consistently most effective in radio entertainment and commercials. In television where the ears and eyes of the audience must be captured, the "crowd-gathering" and "sell" become even more complex. Both in radio and television, the entertainment and the commercial must be tailored for the basic aims of what a program is designed to accomplish. That is why I say there are no *pat* formulas for radio or for television—or for that matter anything that has to do with showbusiness.

Abandoning generalities, I can tell you what we have endeavored to do in the Texaco Star Theatre and the Admiral Broadway Revue, television shows which currently are attracting top audience ratings and at the same time are doing a highly satisfactory job for the clients.

To assure the most effective "crowd-gathering," entertainment on the Texaco and Admiral shows has been consistently well-balanced and of the highest calibre of acts and personalities. The agency has aimed for programs that: Appeal to the family, appeal to people in all income brackets, appeal to children and adults, appeal to all sorts of folks—whether they view the shows in a Park Avenue drawing room, a Brooklyn bar, or in a Y.M.C.A. recreation room.

Week after week, the siren signature of the Texaco Star Theatre and the "Top of the Evening to You" theme song of the Admiral Broadway Revue have been signals for the greatest possible number of people to crowd about the greatest possible number of available television sets.

Beyond Milton Berle on the Texaco program and Sid Caesar, Mary McCarty, Imogene Coca and Marge and Gower Champion on the Admiral program, are other elements of showmanship which have contributed importantly to the overall success of the shows. These include:

1. The building each week of a well-balanced program of top acts.
2. The blending of these acts into an hour of *integrated* entertainment and showmanship.
3. Strict adherence to good state and decorum.
4. The omission of introducing celebrities in the studio audience, thereby assuring the viewing audience, of a well-paced, *full-hour of planned and carefully rehearsed entertainment.*
5. The best possible supervision and direction.
6. Consistent attention to production details, including stage settings, music, lighting, camera technique and costumes.

In both the Texaco and Admiral shows, we have contrived to make the "sell" an integral part of the "crowd-gathering." After many months of weekly appearances, Sid Stone, as the Texaco pitchman, has a wide following of television fans. On the Admiral program, Roy Atwell with his double-talk "malaprops" is off to a good start along the same pattern.

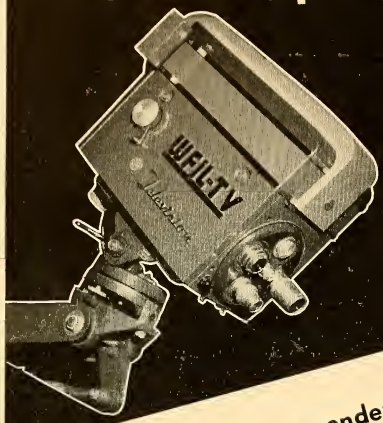
Kudner Agency takes pride in feeling that both the Texaco and Admiral commercials are fulfilling three important aims. The commercials:

1. Are an integral part of the show
2. Are acceptable and entertaining in form and content and
3. They contain specific and effective "sell" of the client's product and services.

The Philadelphia Inquirer Stations

WFIL WFIL-FM
WFIL Facsimile
WFIL-TV

First in the Nation
with all four




WFIL-TV—like Independence Hall—is Philadelphia's "own." The real Philadelphia is reflected in the personality of WFIL-TV. It is this quality which builds viewer loyalty among city-proud Philadelphians.

The advertiser has found that this personality makes viewers respond eagerly to his sales message.

WFIL-TV

CHANNEL SIX

Represented Nationally
by The Katz Agency

# TV STATION ROLL-CALL 1948-1949

*The* YEAR BOOK OF TELEVISION *herewith presents a brief history and activity report of television stations in the United States, in operation as of January* 20, 1949, *embracing their progress from experimental stage to full time commercial operation*:

ROBERT L. COE
*Gen. Mgr.*

## WPIX, New York, N. Y.

WPIX began operating on June 15, 1948, with nearly 40 hours of programs per week. The first of the post-war, high-frequency stations,WPIX was the fourth video outlet in New York City. As the only independent, newspaper-owned station in the city, the station has concentrated on the varied activities of the metropolitan area. The station's daily, nationally syndicated TelePIX newsreel and rapid news picture telecasting revolutionized the approach to television news coverage.

WPIX is a wholly-owned subsidiary of The News Syndicate, Inc. President is F. M. Flynn; station manager is Robert L. Coe. The 40-hour weekly schedule is shared by a list of 64 sponsors, including both program and spot announcements.

## WOIC, Washington, D. C.

EUGENE S. THOMAS
*Gen. Mgr.*

WOIC first commenced telecast operation on January 16, 1949, operating on channel 9 (186-192 mc) with an effective radiated power of 27,300 watts video and 14,400 watts audio. The station's antenna rises 710 ft. above sea level and equipment includes six image orthicon cameras, two iconoscope cameras, two 16 mm, two slide 2x2, one balopticon-lap dissolve, transparencin and opaques. Mobile units consist of one portable sipc generators and two switching units.

The nation's capital is listed as having some 24,500 TV sets installed in homes as of December 1, 1948, this figure pertaining only to sets within the city proper, and not the area serviced by D.C. TV stations. In connection with this, it is estimated that the TV audience (as applied to the 24,500 figure) runs something like 3.5 persons per set.

FOR THE WORLD'S BEST VIDEO
YOU WANT

# WORLD VIDEO

ON THREE MAJOR NETWORKS!

## ACTORS' STUDIO

—ABC, Sunday, 8:30-9:00 P.M. (Live).

## RIDDLE ME THIS

—CBS, Sunday, 8:30-9:00 P.M. (Live).
Sponsored by GENERAL ELECTRIC

## FLOOR SHOW

—NBC, Saturday, 8:30-9:00 P.M. (Live).
Starring EDDIE CONDON and GUEST ARTISTS

## WORLD VIDEO, INC.

718 MADISON AVE.
NEW YORK 21, N. Y.
REGENT 4-6615

## WNBT, New York, N. Y.

THOMAS B. MCFADDEN
*Manager*

On July 1, 1941, WNBT received the first commercial television license, and began operating on an all-electronic system as the world's first commercial television station. The schedule called for a minimum of 15 hours a week of programming. The first commercial was the Bulova time signal at 2:29.50 P. M. on the above date.

During the war, the station devoted its activities almost entirely to programs in cooperation with civic and government agencies. In cooperation with the New York Police Department, 80 television receivers were installed in station precinct classrooms, and 2½ hour programs were carried every Monday night as a training course for Air Raid Wardens.

## WWJ-TV, Detroit, Mich.

HARRY BANNISTER
*Gen. Mgr.*

WWJ-TV went on the air with test pattern on March 4, 1947. Commercial operation started on June 3, 1947, on Channel 4, 66-72 mc. Station operates a 5,000 watt DuMont transmitter beaming out programs from two studios, the stage auditorium and any one of a dozen remote points around town. One studio contains a three-camera DuMont iconoscope chain and the other a two-camera DuMont image-orthicon chain. In addition, inside equipments inclue a two-camera DuMont film and slide projector chain. Film projector is a 16 mm. model.

At present station has 36 advertisers using their facilities and estimates that there are over 25,000 sets installed in the Detroit area, giving a potential audience of 175,000-200,000 viewers. Station is on the air with an average of 35 program hours a week.

## KSTP-TV, St. Paul, Minn.

STANLEY E. HUBBARD
*Pres. & Gen. Mgr.*

In June, 1939, KSTP-TV purchased one of the first television cameras in the U. S., and began experimenting with television. In March 1948, the station became the first affiliate of NBC, and in the following month started full-scale commercial operations from a building specifically designed for television production. The sending signals are receivable within a radius of 60 miles, bridging the St. Paul-Minneapolis line. With the opening of the coaxial cable and the micro-wave relay stations, KSTP-TV began featuring NBC tele-programs.

The promotional department of the station sends a letter of welcome to all purchasers of receiving sets, offering free program service.

# WGN-TV's FARE FOR THE FAMILY

BRICKHOUSE
NEWSREEL
KORDA FILMS
CLUB TELEVISION
GOLDEN GLOVES
COMEDY
CHILDREN'S PROGRAMS
EDUCATION
CROSS QUESTION

WGN-TV
CHANNEL 9
Chicago

## The EYES of CHICAGO'S FAMILIES are on WGN-TV!

Yes . . . the people of Chicago keep their eyes on WGN-TV for the best in entertainment for *all* members of the family. They know WGN-TV's *fare for the family* includes something for everyone—no one is slighted.

Variety is the key word in WGN-TV's programming—there's no overbalanced programming for the benefit of a few. And . . . more eyes are focused on WGN-TV since January 11, 1949. The coaxial linking of Chicago to the east now offers WGN-TV's friends even greater program enjoyment . . . Because WGN-TV is the exclusive Chicago outlet for CBS-TV, Dumont Television Network and WPIX, the New York News Station.

Yes . . . the eyes have it . . . and all eyes are on

WGN-TV
CHANNEL 9 · CHICAGO

## WSPD-TV, Toledo, Ohio

E. Y. Flanigan
*Gen. Mgr.*

WSPD-TV, seen over Channel 13 in Toledo, was the 28th television station in the country and first in the Fort Industry chain. Since going on the air in July 21, 1948, WSPD-TV broadcasts with 30 hours of programming weekly, 61 per cent of which is commercially sponsored.

Granted an FCC permit in December of 1945, WSPD-TV has a radiated power of 27,400 watts and can be seen within a 70-mile air line radius; a new studio will soon be erected to house the station which is now located with the parent station, WSPD-AM & FM, in the Broadcast Bldg. Governed by a slogan, "The World In Your Home," WSPD-TV has brought enjoyment to many in its six months of operation and the things to come promise an even brighter future for all.

## WABD, New York, N. Y.

Leonard Hole
*Manager*

WABD began operations on the 42nd floor of 515 Madison Avenue in 1941. The studio occupied less than 600 square feet. It served as a workshop for people who "wanted to get in on the ground floor" of television. Many new TV commercial techniques were developed here. During World War II, WABD was one of the few stations that remained on the air throughout the whole war. Time was made available to all branches of the armed forces. Extensive recruiting, many bond drives and lectures on civilian defense were offered. In May, 1944, the station received its commercial license and W2XWV became WABD.

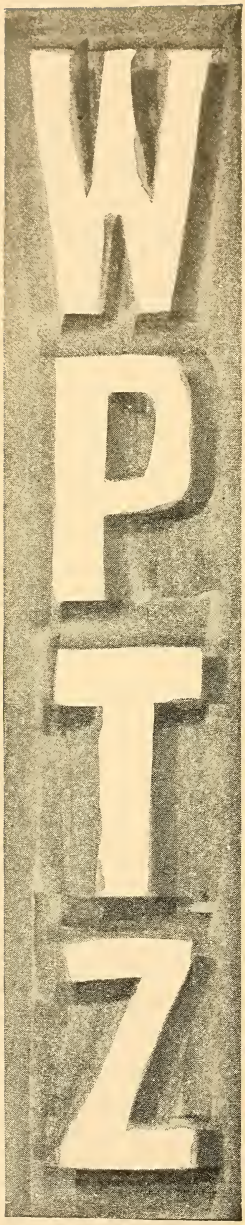
WABD was the first television station to present regular daytime programming. Under the new schedule it telecasts 16 hours a day.

## WLW-T, Cincinnati, Ohio

M. N. Terry
*V-P Chg. TV*

Station WLW-T began commercial air operations in February 1948. It has 34 KW visual and 17 KW aural power. Effective radiated power is 50,000 watts. Channel 4, on which WLWT operates, is set at 66 to 72 megacycles. Equipment includes two large studios, 30 x 40 x 100 feet and 30 x 60 x 12 feet with a fully-operating kitchen in Studio 2, two studio cameras, three remote cameras, a self-contained "studio on wheels" mobile unit, two 16 mm and two 35 mm film projectors.

There are 12,500 receiving sets in the area, and the total television audience is estimated at 161,000. The station programs an average 35 hour week; of which five hours are film, the rest is live or remote. As of December 1948. The total number of sponsors was 28.




FIRST IN TELEVISION IN

# PHILADELPHIA

## PHILCO

TELEVISION BROADCASTING CORPORATION

1800 Architects Building
Philadelphia 3, Pennsylvania

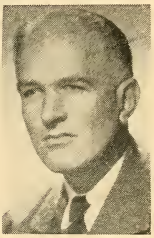
## WCAU-TV, Philadelphia, Pa.

G. Bennett Larson
*Vice-Pres.*

WCAU-TV officially went on the air May 23, 1948. Its facilities include two specially designed studios with complete lighting and camera equipment, and a 250 seat auditorium. For film-casting the station maintains a projection studio with two 16 mm sound projectors, two automatic slide projectors (2x2) and a balopticon for opaques and 3x3 slides. Complete facilities for remote and field pickups, including a specially designed and fully equipped mobile unit, are also available. The station programs an average of 42 hours per week. Including the time devoted to music, news and weather, and test patterns, the total time is 85 hours.

Sets in the coverage area are installed at the rate of 6,000 per month.

## KTTV, Los Angeles, Calif.



Harry Witt
*Gen. Mgr.*

KTTV went on the air January 1, 1949, with 10½-hour schedule, including the Rose Bowl football classic. On its opening day 90.2 per cent of the station's schedule was commercial. It operates with a current 15-hour-a-week schedule which runs Fridays through Thursdays, and plans to go on a seven-day operating basis as rapidly as programs are developed. By the end of 1949 the station will operate on an approximate 28-hour-a-week basis.

The television station operates on an effective radiated power of 31.5 kw. video, and 16.5 kw. audio. Their equipment includes a TT-5A RCA transmitter, a television mobile truck unit, seven RCA cameras, two film cameras and 35 and 16mm slide projectors.

## WNBK, Cleveland, Ohio

John McCormick
*Gen. Mgr.*

WNBK began commercial operation October 31, 1948. Its first public service test was successfully met last Election Day, when it fed election returns to seven midwest tele stations, featuring elaborate tabulation charts and running analysis by NBC news commentators from Washington, D. C.; Cleveland, Chicago, St. Louis, Detroit and Buffalo. On Thanksgiving Day it telecast a two-hour variety show.

On January 11, 1949, WNBK became the connecting link between the NBC eastern and mid-western networks. In addition to its own local commercial and public events shows, it now carries the NBC network shows originating from the 14 cities of the network.

**Because telecasting craftsmanship calls for fine television tools, more and more telecasters are choosing . . .**

# DU MONT

● Why Du Mont? Perfectly obvious. Out of a rich pioneering experience in television broadcasting, Du Mont engineering emerges with tried-tested-proven equipment backed by telecasting "know-how" second to none.

More than that, Du Mont telecasting started small yet has grown to network proportions. Du Mont knows precisely the requirements at every step in commercialized television.

Thus the Du Mont Acorn Package sees the telecaster through from modest start to proud leadership. Such basic equipment builds up as the station grows. It provides for a progressive, sound, profitable investment, with a minimum of obsolescence and a maximum of telecasting service geared to telecasting economics from start to ultimate goal. Which explains why telecasters — large and small alike — are choosing Du Mont telecasting equipment.

● Of course Du Mont telecasting "know-how" is available to you. Let us collaborate with you in working out your telecasting plans.

**DUMONT** *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • TELEVISION TRANSMITTER DIVISION, 42 HARDING AVE., CLIFTON, N. J. • DU MONT NETWORK AND STATION WABD, 515 MADISON AVE., NEW YORK • HOME OFFICES, PASSAIC, N. J.

## KTSL, Hollywood, Calif.

HARRY R. LUBCKE
*Director*

The Don Lee television station went on the air December 23, 1931, and has been continuously on the air ever since. At present the station operates on a seven-night-a-week schedule, with 25 hours of live shows in addition to film presentations. The building atop the 1,700-ft. Mt. Lee is designed exclusively for television. At the present time a new transmitter is under construction on Mt. Wilson.

KTSL (W6XAO) transmits on a visual frequency of 55.25 mc's and an aural frequency of 59, 75 mc's. Facilities include a mobile unit complete with two image orthicon cameras, remote transmitter and relay equipment. Up to the end of last year the Don Lee station televised over 14,000,000 feet of film.

## WXYZ-TV, Detroit, Mich.

JAMES G. RIDDELL
*Gen. Mgr.*

Station WXYZ-TV began commercial operations on October 9, 1948, with a 10-hour, fully commercial inaugural, featuring the World Series and the Notre Dame-Michigan football game via the Midwest coaxial network; the Detroit Lions night football game from Briggs Stadium, and an hour long variety show, featuring Paul Whiteman and his orchestra, Frances Langford, "Sugar Chile" Robinson and a galaxy of radio, stage and screen stars.

WXYZ-TV is located in the Maccabees Building; it is equipped with a 485-ft. tower; also operates a remote truck with three cameras for sports and special events pick-ups. The schedule calls for 34½ hours of programming per week, with five additional hours co-axed from New York.

## WAAM, Baltimore, Md.

FREDERICK ALLMAN
*Exec. V.P.*

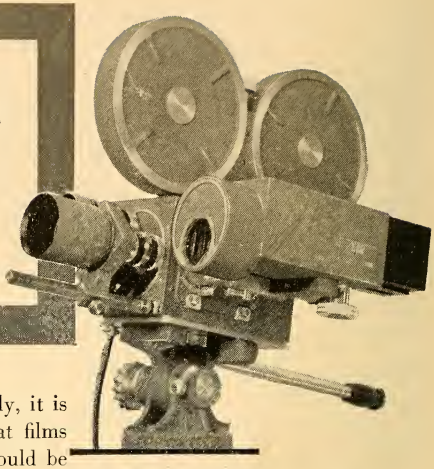
WAAM took to the air commercially November 1, 1948, with a daily schedule of operation commencing at 4 p.m. to approximately 10 p.m. nightly. Personnel for the station was brought in from all parts of the country, most of whom, before joining the station, had previous background in television operation.

The home of WAAM is built on one of the highest points in the city and houses all its departments and transmitting facilities under one roof, making it an extremely efficient operation. Its major studio, one of the largest in the country, is 65 x 65 x 25 ft. and has facilities to drive actual vehicles into it for live television presentation. The major studio is supplemented by two others, 20 x 30 x 10 ft. and 14 x 12 x 10 ft.

# *Television*

**IS READY FOR**

*really good films*

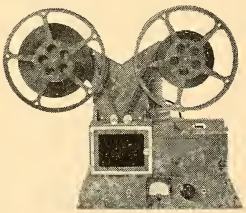


With television maturing so rapidly, it is becoming generally recognized that films cannot just be "adapted," but should be made specifically for television release—and of the finest quality consistent with allowable costs.

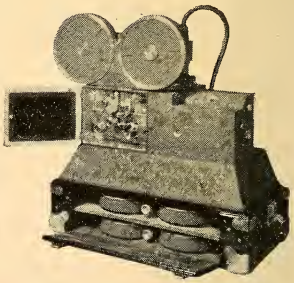
The producer, with a restricted budget, can meet both requirements most easily with Maurer equipment.

A copy of the new catalogue of Maurer post-war equipment will be mailed on request.

**Maurer 16-mm Professional Motion Picture Camera—** unapproached in the 16-mm field for accuracy—for versatility.



**Maurer 16-mm Film Phonograph—** a high-fidelity reproducer for re-recording, that provides a flat characteristic ± 1 db to 10,000 cps.



**Maurer 16-mm Recorder** provides sound tracks of the highest quality and fidelity, covering the full frequency range that standard projectors and television receivers are equipped to reproduce. A flat frequency range of 30 to 10,000 cycles is available.

16mm maurer

**J. A. MAURER, INC.**

**37-01 31st Street, Long Island City 1, N. Y.**

**Professional Motion Picture Cameras and Recording Equipment for the Production of Industrial, Educational and Training Films**

## WRGB, Schenectady, N. Y.

G. E. Markham
*Station Mgr.*

First public demonstration of television was made in the home of Dr. E. F. W. Alexanderson, G-E engineer in Schenectady. Event occurred in Jan., 1928. In May, 1928, WGY, G-E radio station in this city, became the pioneer TV station broadcasting on a regular schedule of three afternoons a week. Power transmitted by WGY on their shortwave transmitter at regular power—equipment of Dr. Alexanderson's—used a 24-line rotating disk with flying spot scanner and photoelectric cells.

There are approximately 10,600 television receivers in the area, and the estimated TV audience numbers some 258,000 families. WRGB is on the air approximately 31 hours a week, including pickup from NBC. Live shows average about six hours a week.

## WSB-TV, Atlanta, Ga.

John M. Outler, Jr.
*Gen. Mgr.*

WSB-TV first went on the air as a regular commercial television station Sept. 29, 1948 with a total of 64 hours and 53 minutes of live programming and 70 hours and 13 minutes of film programs. For outside telecasts, station is equipped with a complete mobile unit, with two image orthicon cameras, microwave transmitter and receivers. For studio telecasts, equipment consists of two orthicon cameras (dolly mounted), complete sound equipment. For film and slides, an inconscope camera, two 16 mm. sound strobo-light projectors and for silent movie production, a Bell & Howell camera complete with lens equipment and a Huston speed developer is used.

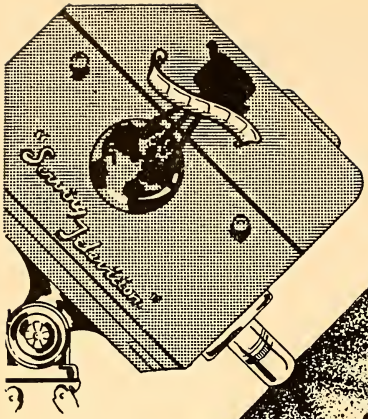
As of Sept. 29, 1948, when station first went on the air commercially, a total of twenty sponsors were telecasting via WSB-TV facilities.

## WBAP-TV, Fort Worth, Tex.

George Cranston
*Station Mgr.*

WBAP-TV made its debut September 29, 1948, as the first television station in the Southwest. Construction of a new Radio-Television center was begun in February of that year, and will contain 74,500 square feet of floor space. Facilities are planned for nine studios and an auditorium with a capacity of 400. The television unit, with a specially designed "video lane" is now complete.

The transmitter, an RCA super-turnstile, is located within the city, reaching 502 feet above ground, 1,138 feet above sea level. The effective radiating power is 17.6 KW visual, and 8.8 aural. WBAP-TV covers all parts of Dallas. The Fort Worth-Dallas area is the South's No. 1 market, ranking above Houston and New Orleans.



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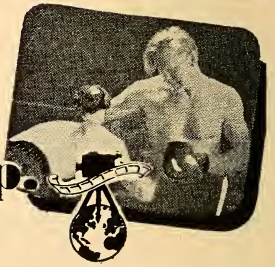
# TELEVISION PROGRAMING

**Film Equities Now serves 95% of all TV stations with daily film programs.**

**Our sponsors include: General Foods, Leaf Mint Gum, Fischer Baking Co., Philco Dealers, and the R.C.A. Victor Distributors and many others.**

**With two years experience in TV film programing Film Equities serves you with the largest library of TV films in the industry.**

IRVIN SHAPIRO, *President* JAY WILLIAMS, *TV Director*



# Film Equities Corp.

1600 BROADWAY, NEW YORK 19, N. Y.

Tel. Circle 7-5850 - 1-2-3-4

## WENR-TV, Chicago, Ill.

ROY MCLAUGHLIN
*Station Mgr.*

The acquisition of the Chicago Civic Theater by WENR-TV marks perhaps the first use of a legitimate theater for a permanent television studio in the nation. The stage of this theater is used for the most elaborate type of television sending. Two other studios located on the 44th floor of the Civic Opera Building are used for small dramatic productions, soloists and interview work. The station started commercial operation on September 17, 1948.

A completely equipped mobile unit is also used in the station's operation. It is equipped with three tele cameras, and carries its own microwave transmitter for beaming programs to the master control booth. The mobile unit is equipped with its own power generators, and is, in effect, a complete tele station, mounted on wheels.

## WTVR, Richmond, Va.

WILBUR M. HAVENS
*Owner & Gen. Mgr.*

Construction permit was granted May 16, 1946, making WTVR, "The South's First Television Station," and one of the first seven grants in the U. S. Commercial operation started April 15, 1948 with station joining the NBC-TV network on June 1, 1948, making it the first connected tele affiliate of NBC. Station's antenna is 642 feet above sea level and equipment consists of two image orthicon cameras for studio use; two 16 mm projectors, two 35 mm projectors on hand but not installed, 2x2 slide projectors and baloptican and RCA lateral recording equipment.

Estimated sets in the area as of December 1, 1948 were 4,624. Station's signal will reach an estimated population of 375,325 within an area of 2,923 square miles.

## WBZ-TV, Boston, Mass.

W. C. SWARTLEY
*Station Mgr.*

Television's debut in New England came at 5:42 P. M., Saturday, May 29, 1948, when the full power of WBZ-TV's newly installed transmitter was turned on for test pattern purposes. Within minutes, phone calls were received at the WBZ Radio and Television Center from distant points. On June 9, WBZ-TV's regular program schedule was inaugurated. "T-Day" found 3,500 sets already in service; by Christmas of 1948, Bostonians had purchased close to 40,000 sets.

From a 649-foot tower—tallest structure in New England—the Channel 4 station covers more than a 45-mile radius, having 3,500,000 population with its 15.61 KW effective visual radiating power and a 7.07 aural.

# We Repeat ... THERE'S "KNOW"-BUSINESS IN SHOW BUSINESS!

DUMONT TELEVISION RADIO STAGE

VARIETY — Wednesday, December 1, 1948

## Nielsen's Latest Top 20

| Cur. Rank | Prev. Rank | Program | Cur. Rating | Points Change |
|---|---|---|---|---|
| 1 | 1 | Lux Radio Theatre | 30.3 | +2.5 |
| 2 | 7 | Godfrey's Talent Scouts | 25.6 | +5.9 |
| 3 | 3 | Fibber & Molly | 23.6 | —0.7 |
| 4 | 17 | Mystery Theatre | 21.8 | +3.1 |
| 5 | 2 | Bob Hope | 21.4 | —3.1 |
| 6 | 11 | Walter Winchell | 20.2 | +3.2 |
| 7 | 14 | Mr. Keen | 20.2 | +0.9 |
| 8 | — | Mr. District Attorney | 19.9 | — |
| 9 | 4 | Duffy's Tavern | 19.9 | —2.2 |
| 10 | — | Inner Sanctum | 19.8 | — |
| 11 | 5 | Phil Harris-Alice Faye | 19.7 | —2.1 |
| 12 | 8 | My Friend Irma | 19.5 | +0.6 |
| 13 | 19 | FBI in Peace and War | 19.4 | +1.9 |
| 14 | 6 | Jack Benny | 19.2 | —0.6 |
| 15 | 15 | Charlie McCarthy | 19.0 | +1.4 |
| 16 | 20 | Mr. and Mrs. North | 18.2 | +1.8 |
| 17 | 18 | Fred Allen | 17.8 | +1.2 |
| 18 | 9 | Suspense | | —1.4 |
| 19 | 38 | Original Amateur Hour | 17.8 | +3.1 |
| 20 | — | Amos 'n' Andy | 17.6 | |

VARIETY — Wednesday, December 8, 1948

## Pulse's Top 10 TV Ratings

Vaudeo took the top two spots in the Pulse teleratings for the N. Y. metropolitan area in November, same as it did in the top 10 Hooperatings released last week. Milton Berle's "Texaco Star Theatre" copped the No. 1 spot, followed by Ed Sullivan's "Toast of the Town." Unlike the Hooper listings, which showed not a single sports show, the Pulse ratings included three. "Philco Television Playhouse," one of the mostly costly dramatic series on the air, failed to make the top 10 in both ratings, although "Toast," aired directly opposite, dropped slightly, indicating the Philco show may be starting to snare its audience. Following are the Pulse listings:

| Program | Station | Nov. | Oct. |
|---|---|---|---|
| Texaco Star Theatre | WNBT, Tuesday | 39.3 | 50.7 |
| Toast of the Town | WCBS-TV, Sunday | 36 | 36.7 |
| Original Amateur Hour | WABD, Sunday | 32.7 | 32.7 |
| Boxing | WNBT, Monday | 31.3 | 46.7 |
| Kraft TV Theatre | WNBT, Wednesday | 31.3 | |
| We, the People | WCBS-TV, Tuesday | 28 | 28.7 |
| Small Fry Club | WABD, Monday-Friday | 27.4 | 29.3 |
| Winner Take All | WCBS-TV, Wednesday | 26 | |
| Wrestling | WNBT, Tuesday | 24.7 | |
| Chevrolet Tele-Theatre | WNBT, Monday | 24 | 37.3 |
| Horse Show | WCBS-TV, Thursday | 24 | |

WESTERN UNION

REEMACK ENTERPRISES, Inc.
RADIO CITY, NEW YORK, N. Y.

THE ORIGINAL AMATEUR HOUR WINNERS OPENED AT THE HIPPODROME THEATRE THURS. DEC. 16 TO THE BIGGEST BUSINESS WE HAVE DONE IN 8 MONTHS - AUDIENCE RESPONSE THUNDEROUS - RECEPTION OF UNIT BIGGER THAN ANYTHING SINCE YOUR ORIGINAL SHOWS STARTED IN 1935 - YOU'VE GOT SOMETHING!

I. M. RAPPAPORT

# The Original AMATEUR HOUR*

*An American Institution*

**—ON RADIO FOR OLD GOLD—**

**WED.—8 to 9 p. m.**
**over WJZ**
AND 173 STATIONS OF THE
**AMERICAN BROADCASTING CO.**

**—ON TELEVISION FOR OLD GOLD—**

**SUN.—7 to 8 p. m.**
**over WABD and**
**THE DUMONT TELEVISION NETWORK**
*THE FIRST COAST-TO-COAST TELEVISION HOOK-UP*

Produced by the MAJOR BOWES STAFF

**REEMACK ENTERPRISES, INC.**
SUITE 902—RKO BLDG.—RADIO CITY
NEW YORK CITY

*TRADE MARK

## WNBQ, Chicago, Ill.

JULES HERBUVEAUX
*TV Mgr. NBC Cent. Div.*

WNBQ first began experimental operation on October 8, 1948, and regular commercial operation on January 7, 1949. It operates on Channel 5 with an effective radiating power of 21.8 kw. Studios for the NBC station are located in the Merchandise Mart with transmitter facilities in the Civic Opera Building. Along with other NBC midwestern stations, it was joined in regular service with the NBC eastern station on January 12.

During its experimental operation, the station aired such television highlights as the 1948 World Series games from Cleveland, proceedings at the International Livestock Exposition and the Horse Show in Chicago and the Harvest Moon Festival, giant variety show in the Chicago Stadium.

## WJBK-TV, Detroit, Mich.

RICHARD E. JONES
*General Mgr.*

Inaugural program went out from WJBK-TV on October 24, 1948. Its effective radiated power is 16.5 KW visual and 8.3 KW aural. In the studio there are two studio cameras, two film cameras, two 16 mm movie projectors, and a Bausch & Lomb deluxe slide projector. The mobile unit consists of an RCA two-camera field chain and a microwave transmitter.

The transmitter building employes the use of a 5 KW GE transmitter, type TT6-A, a combination TV-FM antenna system located atop a Blaw-Knox supporting tower; overall heighth is 488 ft. The system consists of a three bay TV antenna above a four bay FM circular antenna. There are 25,000 television receivers in Metropolitan Detroit, reaching on the average of six viewers per set. WJBK-TV is on the air about four hours every evening, one hour of which is live, the remainder is film entertainment.

## WPTZ, Philadelphia, Pa.

ERNEST B. LOVEMAN
*Vice-Pres.*

Philco TV station WPTZ has been in commercial operation since Sept. 12, 1941. Prior to that date Philco's experimental station W3XE had been in operation since Jan., 1932, and was one of the first electronic TV systems in the U. S. WPTZ was the first affiliated station of NBC to carry its programs outside of New York.

As of Nov. 24, 1948, WPTZ with a total of 70 had more commercial sponsors than any TV station in the U. S. 43 of them are sponsors for local programs, with the remaining on the NBC network. As of Dec. 1, 1948 the number of tele receivers in area served was 75,000. Local TV audience is estimated at 3 to 5 per receiver, with Philadelphia second to New York City in number of TV homes.

# EASTMAN FILMS

## The World's Standard for All Television Purposes As They Have Been for over Forty Years in Motion Pictures

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Distributed by

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HIllside 6131

## WMAR, Baltimore, Md.

E. K. Jett
*Vice-Pres. & Dir.*

WMAR went on the air October 27, 1947 with 17.1 KW power. The antenna is 591 feet high. Station facilities include one main, and one small auxiliary studio with two studio-type image orthicon cameras. The main studio has an audience capacity of 50. The projection room uses two 16 mm projectors, two film camera chains, a balopticon projector, two Kodak slide projectors and one 35 mm strip film projector, and various developing and processing equipment. The station operates one mobile unit with a three-camera and one with a two-camera chain.

There were 30,000 receiving sets in the area as of December 1, 1948. The listening audience is estimated at 180,000, but the potential is thought to be well above that number.

## WJZ-TV, New York, N. Y.

Charles C. Barry
*V.P., Chg. TV, ABC*

WJZ-TV began operations as the key television station of the American Broadcasting Company on August 10, 1948. The inaugural telecast originated from the stage of the Palace Theatre, with the top stars of stage, screen and radio participating. On July 19, 1948 ABC announced plans for television studios occupying an entire block between 66th and 67th Sts., off Central Park West. Reconstruction on this site began immediately. Before the end of the year one TV studio was made available.

Regular ABC network programming began to originate from WJZ-TV immediately after the August 10th opening. A notable first was WJZ-TV's telecast of the Metropolitan Opera premiere on November 29, direct from the Opera House.

## WBKB, Chicago, Ill.

John Balaban
*Director*

WBKB is the motion picture industry's pioneer in the television field and has been televising since the winter of 1940. During the war, nearly all its television facilities were donated to the U. S. Navy, making it the center of the largest naval radar training operation in the country. Since the war, WBKB has chalked up nearly all of the firsts of midwestern television and has lead the way consistently in an independent all-Chicago operation with an accent on the best in Chicago sports.

Indicative of the station's accent on showmanship is the fact that WBKB fed the Notre Dame grid games to the coaxial network last Fall and is currently feeding Kukla, Fran and Ollie, one of video's better programs, to the eastern NBC net.

# Stephen Slesinger

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•

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•

**REGISTERED TRADE MARK U. S. PATENT OFFICE*

## WEWS, Cleveland, Ohio

JAMES C. HANRAHAN
*V.P. & Gen. Mgr.*

WEWS began operations from their three studios in downtown Cleveland on December 17, 1947. At the present time their projection equipment consists of two 16 mm film projectors, one 35 mm film strip projector, one 35 mm slide projector and one balopticon. The station also has three dual image orthicon chains and one iconoscope projection chain, and complete facilities for remote pick-ups.

Five 16 mm cameramen, one film lab technician, six silent 16 mm cameras, one Houston 16 mm processing machine with one Bell & Howell 16 mm printer on hand to take care of the 5½ hours of film casting for the station. This, plus 10½ hours of local live entertainment, 19 hours of network telecasting, and 5 hours of remote pickups makes up an average 40 hours of programming per week.

•

## KNBH, Hollywood, Calif.

HAROLD J. BOCK
*Mgr., Wstn. Div.*

Hollywood's NBC television station went on the air on January 16, 1949. The broadcast originated from Studio F of NBC's Hollywood Radio City, which has been converted into a 50 x 100 foot television studio.

In the NBC owned building at the corner of Selma and Vine Streets 10,000 square feet of space has been remodeled for the use of production facilities department and the various field units. The TT-5A type RCA antenna is located on Mt. Wilson at 5,700 feet above sea level. Equipment includes 3 RCA orthicon cameras, two 35 mm and two 16 mm sound projectors, one balopticon unit and one complete mobile unit equipped with generator and three image orthicon cameras. All equipment is RCA.

•

## WNBW, Washington, D. C.

W. R. MCANDREW
*Operating Dir.*

WNBW is owned and operated by NBC. It first went on the air June 27, 1947, with studio and transmitter at the Wardman Park Hotel in Washington, D. C. The station was the 11th on the air nationally and the seventh to receive a commercial license—the first post-war commercial license issued by the FCC. The transmitter is an RCA TT5-A, the first post-war transmitter built and installed by RCA. The tower is 350 feet above sea level. The station operates with an effective radiated power of 20.7 KW. WNBW has the most modern television studios operating in the Capital. The equipment includes five image orthicon camera chains, and a mobile unit utilizing two image orthicon chains.

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Television Consultant

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## WDSU-TV, New Orleans, La.

EDGAR B. STERN, JR.
*President*

WDSU-TV, began regular commercial operation December 18 with a two hour preem at Municipal Auditorium. In excess of 3,300 sets with service contracts have been installed an aligned according to a survey made by the New Orleans Public Service Co., Inc.

Station is almost completely RCA equipped and is located in the Hibernia Bank Bldg., highest vantage point in the Deep South. A five bay superturnstyle batwing antenna multiplies the gain of its 5000 watt transmitter over six times, giving the station a signal strength of 31,000 watts. Reception is regularly good over a radius of ninety miles with frequent reception over much greater areas. Included in the equipment is a five ton Lynn mobile unit equipped with two image orthicon field cameras which it uses for remotes.

## KECA-TV, Hollywood, Calif.

RICHARD GOGGIN
*Proc. Mgr. ABC-TV Wstn. Div.*

In December 1946 ABC received a construction permit for KECA-TV. In October of 1948, ABC purchased the Warner Brothers Vitagraph movie 20 acre lot, the lot where talking pictures were born. The site, renamed "TV Center," includes two large sound stages, one of which is still the largest in the movie industry. Later in the year the 6000 foot antenna was erected on Mt. Wilson. This is the highest point on the mountain, and is shared with six other Hollywood stations.

In December 1948 test patterns were put on the air first with a temporary antenna and the following day with the permanent antenna. On January 10, 1949, the first "closed circuit" broadcast was sent from remote spots.

## WBAL-TV, Baltimore, Md.

HAROLD C. BURKE
*Manager*

WBAL-TV went on the air March 11, 1948. The station's effective radiated power is 32.6 KW aural, and 17.2 visual. The equipment is RCA. The breakdown of the weekly telecasting of a minimum of 60 hours is: 40% network, 39% live, 8% film and 13% slides. In addition to the regular programming hours the station also runs 13 hours of test patterns. As of December 1, 1948 the receiving sets in the Baltimore area totaled 30,000 which represents an increase of 4,000 from November 1, 1948. This figure was obtained from a monthly survey of distributors in the Baltimore area. Station has a total of 50 local and national sponsors, in addition to those on the NBC network.

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MUrray Hill 3-0028

## KSD-TV, St. Louis, Mo.

GEORGE M. BURBACH
*Gen. Mgr.*

KSD-TV has been operating commercially since February 8, 1947. According to the local electric company there are over 15,000 receiving sets within the coverage area. The station's effective radiated power is 20 KW video and 10 KW audio, using an RCA transmitter and a three-bay super turnstile antenna, the top of which is 546 feet above street level. The equipment includes four RCA image orthicon cameras interchangeable for studio and field use, one RCA film camera, one RCA 16 mm film projector, one opaque projector and two automatic changing slide projectors.

KSD-TV is currently on the air 30 hours per week, 21 of which is filled with live programming, and nine hours with films.

## KDYL-TV, Salt Lake City, Utah

S. S. FOX
*Pres. & Gen. Mgr.*

KDYL-TV is situated in an area surrounded by mountains, therefore its coverage is limited to about a 35-mile area. The station went on the air experimentally April 19, 1948 on 1 KW power. The equipment consists of three iconoscope cameras, two orthicon cameras, one balopticon, one slide projector (2x2 slides), two large studios, and a complete RCA mobile unit including two image orthicon cameras and microwave equipment. Within the coverage area, at the present time, receiving sets are installed at the rate of 100 per week.

The transmitter is located on the top of the Walker Bank Building in the heart of Salt Lake City, and the executive offices in the Tribune-Telegram Building.

## KRSC-TV, Seattle, Wash.

ROBERT E. PRIEBE
*Gen. Mgr.*

The television station in Seattle, Wash., went on the air November 25, 1948. Its effective radiated power is 18.95 KW video and 9.79 KW audio. The total number of television sets in the area is estimated at 2,000, and after one month of operation the audience is approximated at 10,000. KRSC-TV is on the air from Wednesday through Sunday, averaging 33 hours per week. This breaks down to about 25% live programming, 55% tele-transcriptions, and 20% films.

The transmitter is an RCA TT58. The equipment includes a 16 mm tube projector film chain, a balopticon film chain, and a complete mobile remote unit equipped with two camera chains. As of December 20, 1948 the number of sponsors, using KRSC-TV was 24. Most of these are local advertisers.

# EXPERIENCE

## *IS THE BEST TEACHER . . .*

With the knowledge that television is becoming one of the top industries of our time, we have formed this corporation with men who have the experience, integrity and the know-how of producing films and live shows for the television industry.

Having carefully watched all television programming for the past three years, we have come to the conclusion that television is only as good as its programs and, for this reason, the television industry will have to stop using old, dated films and old-time vaudeville. In order for television to grow, many new ideas, both in films and live shows, will have to be carefully planned and produced by men with the know-how.

Television is going through its growing pains the same as we had in the early stages of motion pictures, legit theatre and vaudeville, and for this reason, we feel that our organization is best suited to fill the very real television need.

If you have a programming problem, we invite you to take advantage of our years of experience.

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**LION TELEVISION PICTURES CORPORATION**

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*(TEMPORARY ADDRESS)*

## WNHC-TV, New Haven, Conn.

JAMES T. MILNE
*Gen. Mgr.*

It is estimated that there are about 14,000-15,000 receivers already installed in the service area of WNHC-TV. It is difficult to establish the number of viewers, but national figures put it at about seven viewers per set. The station carries all of the DuMont network programs, from 11 to 12 in the morning and from 5 to 11 in the evening. WNHC-TV also carries several shows from NBC, and anticipates carrying commercial programs from CBS in the near future.

At the end of 1948 the station was on the air about 48 to 50 hour per week, with a list of 20 commercial sponsors. All technical operations are under the supervision of Vincent De Laurentis, and traffic and program under the direction of James T. Milne.

## WCBS-TV, New York, N. Y.

J. VAN VOLKENBURG
*V. P. Dir. Op.*

The CBS television affiliate in New York is now on the air a total of 43 hours per week. It operates with an effective radiated power of 13.7 Kw visual and 10 Kw aural. The antenna reaches 910 feet above the average terrain. Its equipment includes a mobile unit, plus a panel truck and a station wagon. It has 15 field type cameras and 3 UHF relay link transmitters and receivers which operate on 7,000 mc's. The relay link were used on 100 different remotes during 1948.

WCBS-TV and CBS-TV programs originate at Studio 51 and Playhouse 3 in New York, with others from the new TV studios now under construction at 15 Vanderbilt Ave. The number of receiving sets in the coverage area is placed at 400,000 as of January 1, with an estimated 3.8 viewers per set.

## WTCN-TV, Minneapolis-St. Paul, Minn.

F. VAN KONYENBURG
*V.P. & Gen. Mgr.*

WTCN-TV's construction permit was granted on October 3, 1946. The transmitter was installed on the 28th floor of the Foshay Tower, and the antenna installed atop the same building, sharing sites with the FM antenna. On receipt of the RCA equipment, including studio cameras and remote units, in September 1948, test patterns were devised. The patterns went on the air in November in a series of preliminary checks.

Reception reports have been received from points as far distant as 100 miles in all directions from the Twin Cities. Area covered represents a population of 1,700,000.

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AMERICA'S FUNNIEST BAND

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## KLAC-TV, Hollywood, Calif.

DON FEDDERSON
*Vice President*

KLAC-TV broke ground on Mt. Wilson, 35 miles from home studio and about 5700 feet above sea level, on June 14, 1948. Installation of two 200 foot towers, to be topped by 48 foot antenna commenced almost immediately. The building which now houses the generators, controls, and two complete apartments for operating staff members, was also started at that time.

On September 7th, of that year, KLAC-TV broadcast its first program, the USC-Utah football game. At present, the station is broadcasting from its recently completed 30 x 40 foot studio, and utilizing, for stand-by, an AM studio with a 25 x 25 foot working space. The equipment both at the studios and the transmitter is RCA.

## WNAC-TV, Boston, Mass.

LINUS TRAVERS
*Exec. V.P.&G. Mgr.*

WNAC-TV went on the air with an informal video program schedule late in June 1948 with the Republican Convention highlights, and officially on October 10, 1948. Its transmitter is located in Medford, Mass. As of December 31, 1948 the number of sponsors using the station was 13. The program schedule, 10 hour per week, breaks down to 4½ hours of film, and 5½ hours of live entertainment. There are approximately 35,000 television receivers in the area.

The studio equipment includes three image orthicon studio cameras mounted on one-man dollies, two 35mm and two 16mm film projectors, one slide projector and two film camera chains. The station also operates a complete mobile unit for remote pick-ups.

## WTMJ-TV, Milwaukee, Wis.

WALTER J. DAMM
*V.P. & Gen. Mgr.*

WTMJ-TV grew out of many years of television research and experiments by the Journal Co., starting in 1930 when a license was received for experimental station W9XD. As WTMJ-TV, it began commercial operations on December 3, 1947 as the only television station in Wisconsin. The station serves an area with a population of nearly a million. At the end of the first year of operation on December 1, 1948, there were 11,295 sets in the Milwaukee area. This figure nearly tripled in the last four months of the year. Station is programming seven days a week and an average of 33 hours per week.

Sixty-nine advertisers used the station during the first year. The station is affiliated with the NBC, ABC and CBS television networks.

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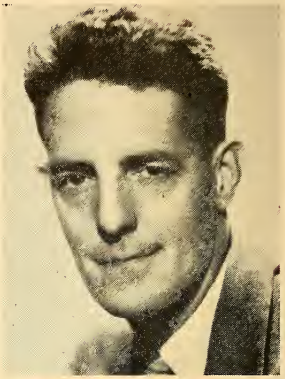
*The Name that Means*

# *Reduced Operating Costs*



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- ★ T.A. Kaleidoscope projector
- ★ T.A. Camera Hi-Hats

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## KPIX, San Francisco, Calif.

PHILIP G. LASKY
*Gen. Mgr.*

KPIX transmitted its initial test pattern on December 13, 1948. Five days later it released the first regular program, with an effective radiated power of 30 kw. Construction permit was granted October 17, 1946, but actual construction was begun two years later, when the erection of the antenna was started, followed immediately by the installation of other equipment.

The transmitter is located on the top floor of the Mark Hopkins Hotel. The five-bay antenna stands 100 feet above the top of the hotel's tower roof. Specially constructed studios for KPIX are combined with the KFSO studio and office building, erected within the past five years, adjoining the Mark Hopkins Hotel. KPIX's studio is 27 x 40 ft., double height ceiling and control rooms located on the second floor for perfect visibility.

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## WFIL-TV, Philadelphia, Pa.

ROGER W. CLIPP
*Gen. Mgr.*

WFIL-TV went on the air commercially September 13, 1947, three months after the first shipment of equipment for the station had been delivered. On February 1, 1948, the station moved from its temporary quarters into its new studios constructed expressly for the accommodation of a complete television station. WFIL-TV's television newsreel, among the first daily motion picture newsreels in the industry, was awarded the only National Headliner's Club medal ever given to a television news program on March 19, 1948.

On January 1, 1949, it was announced that the station's transmitter would be moved some time this year from its present Widener Building location to a new site on the outskirts of Philadelphia.

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## WTTG, Washington, D. C.

WALTER COMPTON
*Gen. Mgr.*

WTTG, owned and operated by Allen B. DuMont Labs., Inc. first went into operation on Channel five as W3XWT under an experimental license on June 25, 1945. STA for commercial operation was granted on November 29, 1946. WTTG is key station in Washington for the DuMont Television Network and is on the air 67 hours per week (50 hours programming, 17 hours Test Pattern).

Facilities for studio (20 x 40 ft.) in the Harrington Hotel include two image orthicon turret cameras and two 16mm film projectors with associated iconoscope pickup cameras. Remote facilities include four image orthicon cameras and associated equipment.

"Nation's First Full-Scale Video Production Training Program"—Dr. Allen B. DuMont

# TWIN CITY TELEVISION LAB

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Training TV Program Directors, Camera Operators, Writers, Actors and Announcers

Twin City Television Lab's training studio (40 x 60 ft. with 20 ft. ceiling). This view, taken from TCTL's control room (26 x 27 ft.) demonstrates the various job categories required for normal program operation of an average commercial television station.

## KEY:

1. **Program Director**
2. **Writer**
3. **Technical Director**
4. **Video Operator**
5. **Audio Operator**
6. **Film Projectionist**
7. **Lighting Technician**
8. **Camera Operator**
9. **Mike Boom Operator**
10. **Performers**
11. **Floor Manager**
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13. **Scene Designer**
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16. **Music Librarian**
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18. **Announcer**

## *WHY TCTL'S TRAINING PROGRAM IS TOPS!*

√ All-around, practical studio experience (over 1000 hours for program directors).

√ Instruction by full time staff of commercially experienced TV personnel (NBC-TV, CBS-TV, WABD).

√ Complete standard TV studio equipment and facilities in our own modern quarters (11,000 sq. ft. on 2nd, 3rd, and 4th floors of Lyceum Theatre, Mpls., upper midwest's leading legit playhouse—to which TCTL has prior television rights).

√ Centrally located in U. S.

√ Nationwide placement service.

√ Established background of successful training and placement in the radio broadcasting field since 1937 by TCTL's affiliated BECK SCHOOL FOR RADIO.

# TWIN CITY TELEVISION LAB

Lyceum Theatre, Minneapolis 3, Minn.

Joseph H. Beck, *Executive Director* Ernest S. "Bill" Colling, *Director of Training*

***Send for Informative Picture-Story Folder Illustrating TCTL's Unprecedented Facilities and Training Methods.***

## WAVE-TV, Louisville, Ky.

NATHAN LORD
*Gen. Mgr.*

WAVE-TV started regular commercial broadcasting on November 24, 1948. It operates on a five-day-a-week schedule averaging about 20 hours per week. Equipment and facilities include a 570-ft. tower located atop the main studios, a completely equipped mobile operation bus, two 16mm projectors and cameras, two studio cameras, two remote cameras and a monoscope. The main studio fluorescent lighting is adjustable and is augmented by a series of movable spots; the basic scenery, which has self-supporting walls, includes working doors, fireplace, French windows, frame window, 40-ft. landscape and a street scene.

As of January 1, 1949 ,the number of television receivers in the Louisville area is estimated at 3,000, 212 of which are in public places.

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## WMAL-TV, Washington, D. C.

K. H. BERKELEY
*V.P. & Gen. Mgr.*

WMAL-TV, channel 7, the Evening Star Broadcasting Co.'s television station and ABC outlet in Washington, was the first television station to advertise and maintain a seven-nights-a-week schedule of television programs. The station went the air October 3, 1947, and established a record for 27 days' time between delivery of transmitter and going on the air. Station is the most powerful in the city with video of 27.7 kw and aural of 13.9 kw. Antenna is 517 feet above the average terrain.

Firsts for the station include obtaining permission for the first White House telecast; the first Senate and House Committee telecasts while in session; the first showing of the constellation by attaching cameras to the large telescope at the Naval Observatory.

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## KFI-TV, Los Angeles, Calif.

WILLIAM B. RYAN
*Gen. Mgr.*

KFI-TV went on the air with test pattern transmission on June 21, 1948. A period of experimental programming began on August 25, followed six weeks later by a regular schedule of commercial operation, telecasting about 15 hours per week with studio and remote programming. The station transmits from its Mt. Wilson transmitter with an effective radiated power of 29.7 kw. video, 15 kw audio.

KFI-TV's audience response to "Television Talent Test" on New Year's night brought over 9,000 individual telephone calls in a three-hour period recording more than 17,000 vote preferences for talent contestants on the air.

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## WBEN-TV, Buffalo, N. Y.

C. Robert Thompson
*Station Mgr.*

After three years of planning and three months of test programming WBEN-TV went on the air May 14, 1948. The station is part of the Eastern-Midwest link of the NBC-TV network. On May 13, 1948, the day before the official inaugural, WBEN-TV telecast the complete ceremonies of the consecration of the Rt. Rev. Lauriston L. Scaife as Episcopal Bishop of Western New York from Buffalo's St. Paul Cathedral.

The station has had notable list of remote telecasts since—first TV show from Niagara Falls, Cole Brothers Circus, complete plays from Erlanger Theater and nearby summer straw-hats, harness racing, midget auto races and all outstanding local college football games, etc. WBEN-TV telecasts with effective radiated power of 18.5 kw video and 11.1 kw audio.

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## WDTV, Pittsburgh, Pa.

Donald A. Stewart
*Manager*

The DuMont owned, and the only television station in Pittsburgh began commercial operations January 11, 1949. By utilizing the choice commercials of ABC, CBS and NBC-TV networks, as well as that of DuMont, the station can keep operating expenses at a mininum. After a little more than a month's operation it reported that 80% of its air-time is commercial.

WDTV is in the position to receive the choice network programs, for it is the connecting link between the east and mid-west networks. The present programming arrangements are temporary, but because of the freeze on application, it may be expected to continue for one or two years more. As of March 1, 16 national and 22 local advertising accounts are carried by the station.

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## WGN-TV, Chicago, Ill.

Vernon R. Brooks
*Dir. of Operations*

WGN-TV commenced operations April 5, 1948. From that date, throughout the summer months the station aired a weekly average of 45 hours of programs, including live music, on regular schedule. In sports, it carried 155 major league baseball games, eight Big Nine football contests, and weekly wrestling and boxing matches. Program emphasis has been on live studio shows and sports remotes, both of which comprise nearly 80 per cent of air time. The station also telecasts 12 hours of weekly dramatic, musical, educational and children's programs.

Early in December of last year WGN-TV commenced afternoon programming six days a week, providing two hours of film shows daily.

*Greetings---*

## From The Television Film Producers Association of Hollywood.

*The Following Member-Companies Are Ready to Fulfill Every Requirement For Quality Motion Pictures On Television:*

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8822 W. Washington Blvd.
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ASCOTT PRODUCTIONS, INC.
321 S. Beverly Dr.
Beverly Hills

ATTWOOD PRODUCTIONS
8852 Sunset Blvd.
Los Angeles

BAVANO FILMS
8754 Arlene Terrace
Los Angeles

BELL INTERNATIONAL PRODS.
5717 Sunset Blvd.
Hollywood

BENNETT FILMS
5617 Harcourt Ave.
Los Angeles

SAMUEL BRONSTON PRODS.
9885 Charleville Blvd.
Beverly Hills

ALLEN BURG STUDIO
819 N. La Cienega
Los Angeles

ALLYN BUTTERFIELD
6823 Santa Monica Blvd.
Hollywood

CAIN-SCHUMANN MUSIC SERVICE
1040 N. Las Palmas
Hollywood

CASCADE PICTURES
8822 West Washington Blvd.
Culver City

CAVALCADE PICTURES, INC.
959 Seward St.
Hollywood

CHRISTIAN FILMS
625 N. Mansfield
Hollywood

CHRISTL & WEBBER
6130 Selma Ave.
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CLAMPETT CARTOONS
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Los Angeles

DANIEL B. CLARK
9110 Larke Ellen Circle
Los Angeles

C. S. F. PRODUCTIONS
153 S. Spaulding
Beverly Hills

CONTINENTAL PICTURES, INC.
6636 Hollywood Blvd.
Hollywood

CROSBY & FOGLE
6365 Selma Ave.
Hollywood

DUDLEY PICTURES CORP.
9908 Santa Monica Blvd.
Beverly Hills

ECLIPSE PRODUCTIONS
834 N. Highland
Los Angeles

STEVE ELLIS PRODUCTIONS
2623 Laurel Canyon Blvd.
Hollywood

JERRY FAIRBANKS, INC.
6052 Sunset Blvd.
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Hal Roach Studios
Culver City

PAUL J. FENNELL COMPANY
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c-o Coulter & Gray
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Beverly Hills

FIVE STAR PRODUCTIONS
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FRANKLIN PRODUCTIONS
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OGDEN GOELET
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445 Westmount Dr.
Los Angeles

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9667 Olympic Blvd.
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WALTER E. KLINE & ASSOC.
8445 Melrose Ave.
Hollywood

LEPPERT-PHILLIPS PRODS.
6555½ Sepulveda Blvd.
Van Nuys

MEET THE AMERICAS PRODS.
8820 Sunset Blvd.
Hollywood

MENZIES-FINNEY PRODS.
361 So. Canon Drive
Beverly Hills

MINI-FILMS, INC.
819 N. La Cienega
Los Angeles

VICTORIA MIX, INC.
357 S. Roxbury
Beverly Hills

MOTION PICTURE ENTERPRISE
367 W. Spazier
Burbank

ORION PICTURES, INC.
5319 Hollywood Blvd.
Hollywood

PAUL PARRY PRODUCTIONS
7557 Sunset Blvd.
Hollywood

PICTORIAL PRODUCTIONS
1357 N. Gordon St.
Los Angeles

POLARIS PICTURES, INC.
5859 Santa Monica Blvd.
Los Angeles

RADIO TELEVISION ARTS CO.
3819 Wilshire Blvd.
Los Angeles

ROLAND REED PRODUCTIONS
275 S. Beverly Dr.
Beverly Hills

ROCKETT PICTURES, INC.
6063 Sunset Blvd.
Los Angeles

DANNY ROUZER
2402 Cheremoya
Hollywood

SENTINEL PRODUCTIONS
5746 Sunset Blvd.
Hollywood

LEON SIGLER PICTURES
2620 Corinth Ave.
Los Angeles

SIMMEL-MESERVEY, INC.
321 S. Beverly Dr.
Beverly Hills

SAM SLAVIK
1640 W. 25th St.
Los Angeles

JOHN SUTHERLAND PRODUCTIONS, INC.
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Los Angeles

TARSHIS-HERBERT PRODS.
5916 David Ave.
Los Angeles

TELEFEATURES, INC.
1366 N. Van Ness
Los Angeles

TELE-TOURS
6848 Hinds
North Hollywood

MISCHA TERR
454 S. Robertson
Los Angeles

UNITED PRODS. OF AMERICA
1133 N. Highland Ave.
Hollywood

VALLEE-VIDEO
6611 Santa Monica Blvd.
Hollywood

VARIETY PRODUCTIONS
1345 N. Hayworth Ave.
Hollywood

LOUIS WEISS & CO.
4336 Sunset Blvd.
Hollywood

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**TELEVISION FILM PRODUCERS ASSOCIATION**

## WAGA-TV, Atlanta, Ga.

GEORGE B. STORER, JR.
*Manager*

WAGA-TV, Atlanta's second television station began operation on March 8, 1949. Test patterns were started February 19, and reports of good reception came from distant points in Georgia, Alabama and Tennessee. Dedication services for the station's opening started at 7 P.M. and featured previews of both WAGA-TV's local shows and network features. Regular programming is on a seven day a week schedule for a total of 21 hours.

The station's main studio is located at 1032 West Peachtree St., and arrangements have been made for a remote studio located in the Tower Theater Building. Mobile equipment consists of a special events truck with two field cameras. The station is equipped with two 16mm projectors.

## WATV, Newark, N. J.

IRVING R. ROSENHOUS
*Pres. & Gen. Mgr.*

WATV, one of the seven stations allocated to the North-East New Jersey area became the 26th television station in America to go on the air when it began operations on May 15, 1948.

Although located in New Jersey, its signal strength is such that it provides entertainment for some 13 million residents of the great metropolitan area. Situated in Newark at the station-owned Television Center, a seven-story building housing a ballroom which accommodates 1500 and a theater seating 3500, WATV's facilities also include, in addition to two smaller studios, a main studio (82 x 84 feet) equipped with elaborate lighting and sets, together with galleries for both sponsors and audience.

## KTLA, Hollywood, Calif.

KLAUS LANDSBERG
*Gen. Mgr.*

KTLA, has been on the air in Los Angeles almost continuously since Sept. 1942. First licensed experimentally as W6XYZ, it carried on extensive technical research and modest programming through the war years.

Studios are adjacent to the Paramount Pictures Studio. They consist of two sound stages. One 22′ x 36′ is equipped with three studio orthicon cameras, dolly mounted, microphone boom and fixed microphones as required, internal reflector lighting units and spotlights. The other studio, 36′ x 46′, is equipped with three studio orthicon cameras, dolly mounted, adjustable lighting units individually controlled. Film studios are equipped to handle both 16 and 35 mm sound or silent pictures.

Ed Herlihy
Kraft Television Theatre . . . NBT
Children's Hour . . . WNBT
The Hartmans . . . NBT
Act It Out . . . WNBT
Here's Herlihy . . . WNBT

# TOPS

**in entertainment value**
**in television "spot" production**
**in television film conception**
**in television programming**

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*Executive Producer*

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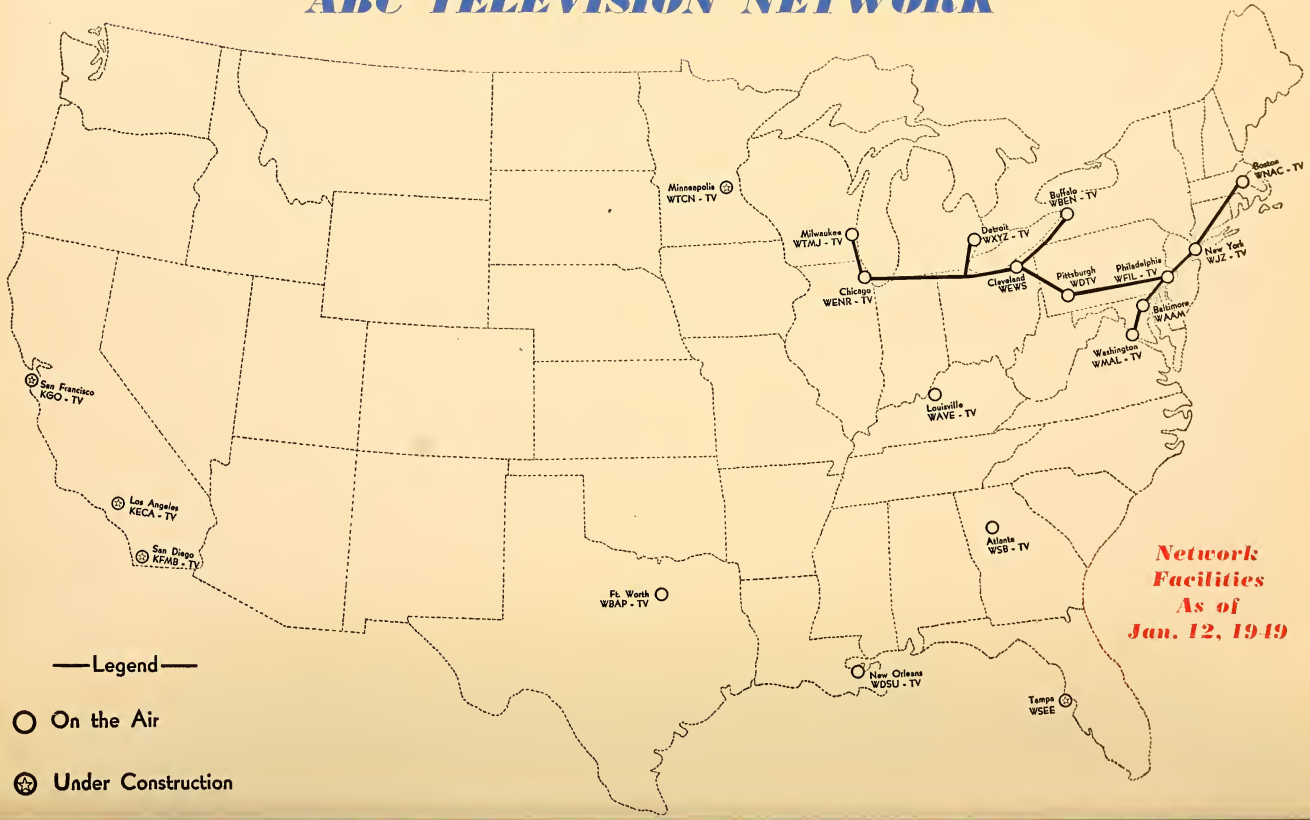
# ABC TELEVISION NETWORK



# A. B. C. TELEVISION NETWORK

MARK WOODS
*President*

As president of ABC, Mark Woods has established himself as a top radio-TV executive, having been in the broadcasting business more than half of his lifetime. His connection with radio came about through a subsidiary setup by A. T. & T., with whom he was connected, when they created the Broadcasting Co. of America, to operate WEAF. By Nov. 1, 1926, when NBC took over the broadcasting operations of A. T. & T., Woods was acting in the triple capacity of financial officer, assistant secretary and office manager and by 1934 had become assistant executive vice-president and administrative officer of NBC, being made vice-president and treasurer two years later. With the formation of the Blue Network Co., Inc., in Jan., 1942, Woods became its president, remaining as president of ABC, when the network was renamed.

CHARLES C. BARRY
*V.P. Chg. TV*

A veteran of broadcasting, Charles C. Barry, vice-president in charge of television of ABC, has been one of the principal program officers of the network since its organization. From 1942 to 1945 he was national program director of the net. In 1947 he was elected a vice-president of ABC and placed in charge of radio and television programming. He was named to his present post in Dec., 1948. A former presidential announcer, Barry has introduced many radio innovations which are now accepted broadcasting procedure. Among these was the development of high fidelity transcription recording; the sale of time for presentation of opposing viewpoints on controversial questions; and the development of programs such as "The Paul Whiteman Club" and "Stop The Music."

ALEX. STRONACH, JR.
*Mgr. TV Pgms.*

A former free lance writer for magazines and motion pictures and possessing an extensive and varied background of radio, television and motion picture experience, Alexander (Sandy) Stronach, Jr., ABC manager of television programs, joined the network in Sept., 1948. From Hollywood, Stronach joined Young and Rubicam, Inc., in 1938 as a writer on the "We, The People" radio program. Subsequently he produced and directed this program as well as "Mystery Theatre," "The March of Time" and several other of the agency's commercial programs. He also served as production supervisor, manager of the talent department and program manager for Y & R. In 1947, he joined the William Morris Agency as an executive in the radio and television department, leaving that post to come to ABC.

*For Complete Listing of ABC-TV Network Personnel See Page 262*

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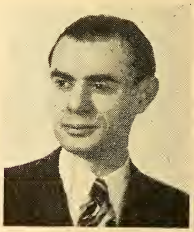

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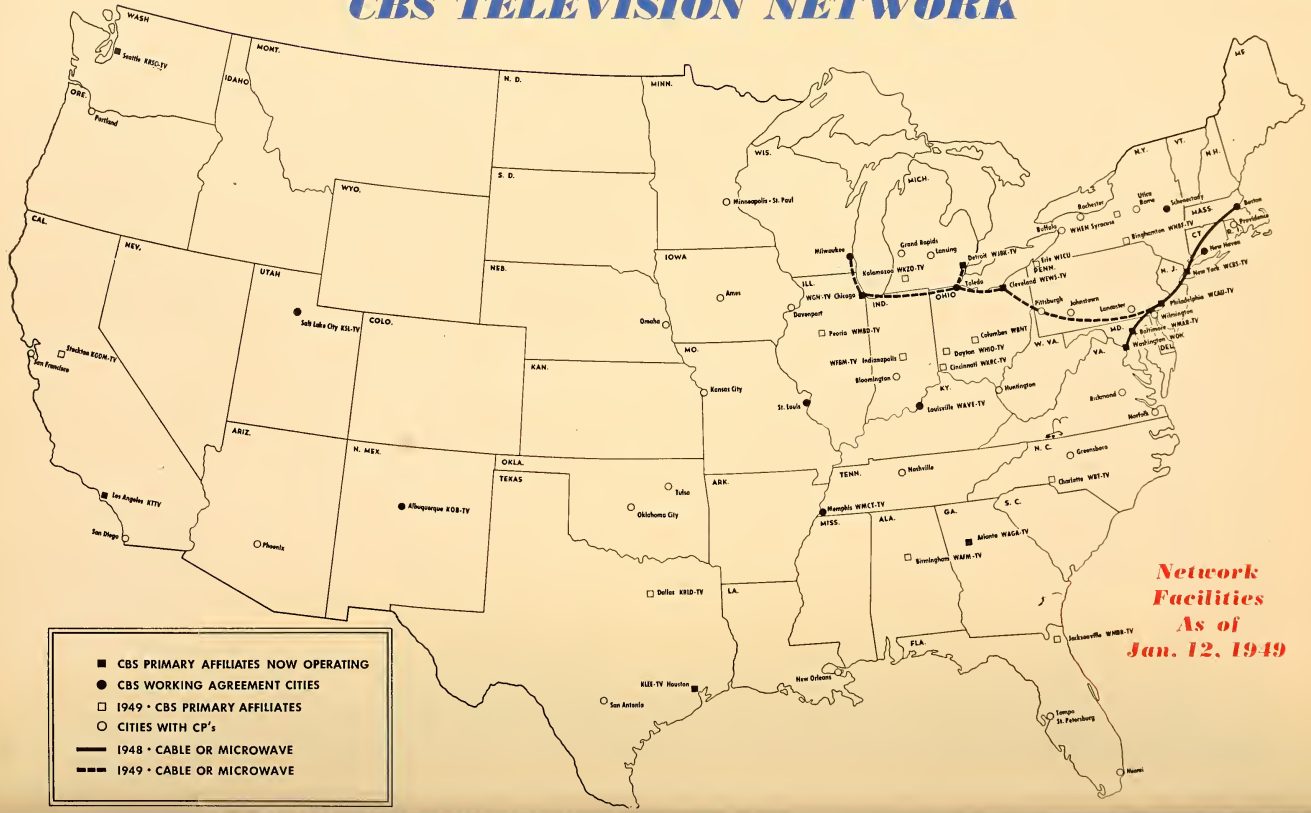
# CBS TELEVISION NETWORK




Network Facilities As of Jan. 12, 1949

■ CBS PRIMARY AFFILIATES NOW OPERATING
● CBS WORKING AGREEMENT CITIES
□ 1949 • CBS PRIMARY AFFILIATES
○ CITIES WITH CP's
—— 1948 • CABLE OR MICROWAVE
- - - 1949 • CABLE OR MICROWAVE

# C. B. S. TELEVISION NETWORK

FRANK STANTON
*President*

Resigning from the Psychology Department at Ohio State University to join CBS in 1935 as its research director, Frank Stanton, President of the network, rapidly advanced to a vice-presidency in 1942 and was named general manager and elected to the board of directors in 1945. Stanton was the first to develop and use a mechanical device for recording radio set operation. With Dr. Paul Lazarfeld, he is co-developer of the Program Analyzer, a machine for measuring audience reaction to program content. Called to Washington early in the war as a consultant to the Office of Facts and Figures, Stanton also served as special consultant to the Secretary of War, the Navy Dept. and the Office of War Information. He was born in Muskegon, Mich., on March 20, 1908.

L. W. LOWMAN
*V.P. & Gen. Exec.*

In Dec., 1928, when CBS was in the process of formation, Lawrence W. Lowman, vice-president and general executive, first joined the network, beginning as assistant treasurer and assistant secretary. In 1932 he was appointed vice-president and secretary and in 1938 became vice-president in charge of network operations. He left that post in June, 1942, to accept a commission in the Signal Corps and later was assigned to the Office of Strategic Services as chief of the Communications Branch. He resumed civil status on July 1, 1945, returning to CBS to take charge of its television operations, and in May, 1948, was named vice-president and general executive. Col. Lowman holds the U. S. Legion of Merit and was named an Honorary Commander of the Military Division of the Most Excellent Order of the British Empire.

J. L. VAN VOLKENBURG
*V.P., Dir. TV Apr.*

Born in Sioux City, Iowa, December 6, 1903, J. L. Van Volkenburg, CBS vice-president and director of television operations, is a veteran in the radio field, with 16 years of CBS management experience. In 1928, he joined the advertising agency of Batten, Barton, Durstine & Osborn, Inc., where he remained until 1932 when he became general manager of KMOX, CBS-owned station in St. Louis. In 1936, he was appointed assistant to CBS vice-pres. Leslie H. Atlass, who is in charge of the network's Western Division office in Chicago and, on November 9, 1945, was named general sales manager of Radio Sales with headquarters in New York. On January 7, 1948, he assumed supervision of the Columbia-owned stations as director of station administration and in May, 1948, was named vice-president and director of TV Operations.

*For Complete Listing of CBS TV Network Personnel See Page 268*

# TOPS IN TV FILM FACILITIES

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Writer for Sports Programs
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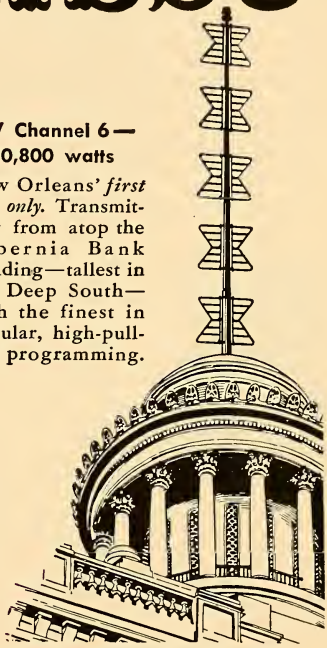
# WDSU



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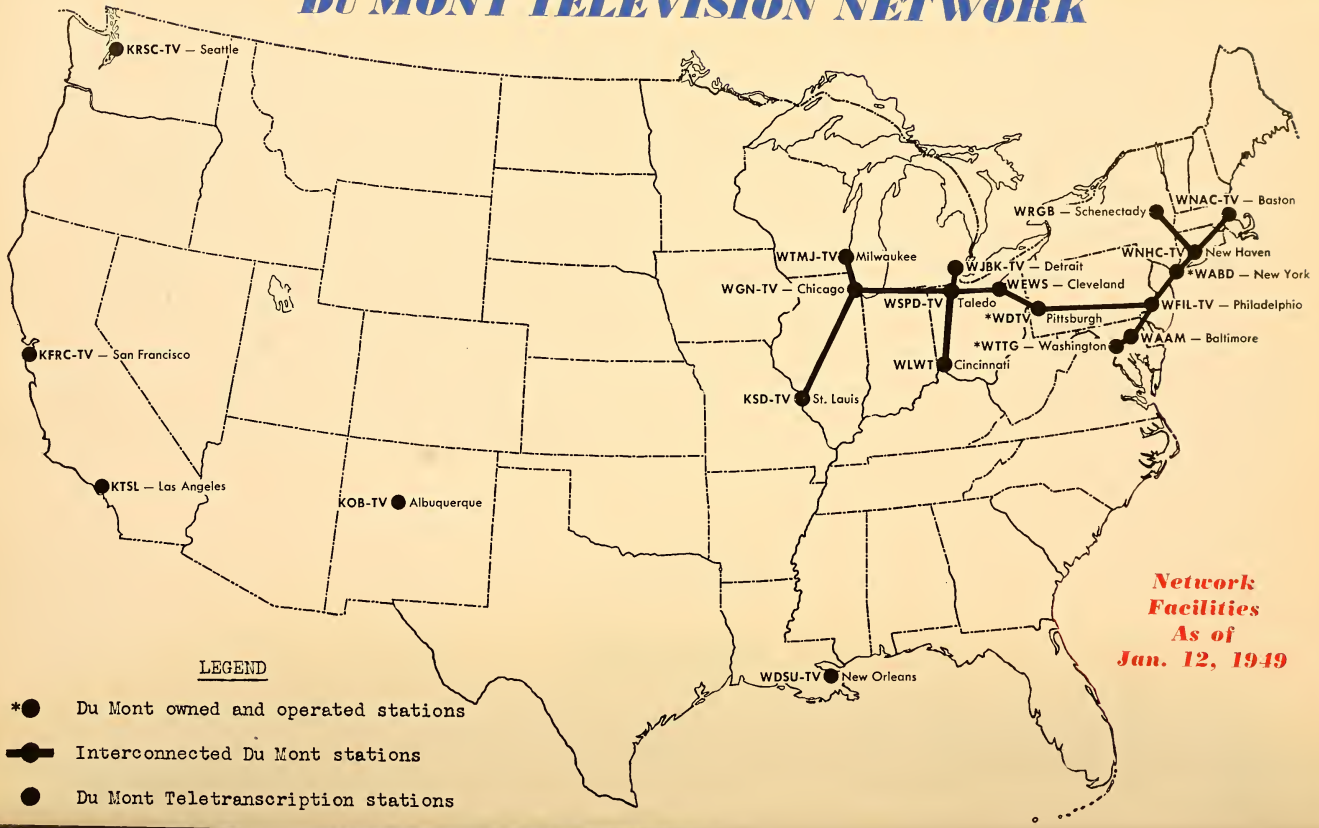
# Du MONT TELEVISION NETWORK



# DuMONT TELEVISION NETWORK

DR. A. B. DUMONT
*President*

Probably chiefly known for the development of the cathode-ray tube, which provides today's set owners with clear, bright, reliable pictures, Dr. Allen B. DuMont, president of the Allen B. DuMont Laboratories, Inc., heads the only company in the U. S. that is actively engaged in all phases of television. He was the first president of the Television Broadcasters Association and continues to serve that organization as a member of its board of directors. The Veteran Wireless Operators Association presented Dr. DuMont with the coveted Marconi Memorial Award of Achievement for pioneering work in the field of communications. The key station of his network in New York, WABD, was the first television station in the country to televise on a full daytime schedule. Dr. DuMont is a graduate of Rensselaer Polytechnic Institute.

M. W. LOEWI
*Director*

The growth of the DuMont network and the owning company, the Allen B. DuMont Laboratories, Inc., has been spark-plugged by Mortimer W. Loewi, director of the DuMont Television Network, since the firm's incorporation in 1935. Under Commander Loewi's leadership, the network pioneered daytime television and Teletranscriptions, a system of transcribing programs from the face of a cathode-ray tube. He has actively participated in all DuMont policy for the last fourteen years and is widely known in New York banking and investment circles, owning a seat on the N. Y. Stock Exchange. Commander Loewi was born in Urbana, Ohio, and then moved to Piqua, Ohio, where he attended grade school and high school. He studied art at the Pratt Institute and at the Art Students League in New York and in Paris at the Julian Academy.

LEONARD F. CRAMER
*Vice-President*

Joining the Allen B. DuMont Laboratories in 1936, as their 16th employee, Leonard F. Cramer, vice-president, played a major role in DuMont's growth, and was responsible in large measure for their place of leadership in the field of television. Cramer was responsible to a great extent for acquainting engineers with the purposes and functions of oscillographs with the result that these instruments, almost unknown a few years ago, are now in general use. Working with all divisions of the Allen B. DuMont Laboratories, it was under his leadership that the network was formed. Cramer was born in Alden, N. Y., near Buffalo and has always been a sports enthusiast, excelling at polo, golf and skeet shooting.

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**Du MONT Television**

*The Vincent Lopez Show*

# MBS STATIONS IN TELEVISION

# M. B. S. TELEVISION NETWORK

T. C. Streibert
*Chmn. of Bd.*

As a former assistant dean of the Harvard Business School and for many years an executive in the motion picture field, Theodore C. Streibert, Chairman of the Board of MBS, joined the station in 1933 as assistant to Alfred J. McCosker, who was then the station's president. Not only has Streibert been instrumental in the devolopment of WOR for over a decade, but he actively participated in founding MBS, of which WOR is the N. Y. key station. Two years after joining WOR, Streibert was elected a member of the station's board of directors and one year later was appointed executive vice-president and general manager, a post he held until January 1, 1945, when he succeeded to the presidency. He has been active in supervising the TV activities of the Bamberger Broadcasting Service, Inc.; WOIC, Washington, D. C. and WOR-TV, N. Y. C.

E. P. H. James
*Vice-President*

One of the most energetic executives in the business, "Jimmy," James, veepee in charge of advertising, promotion and research, joined the network in 1945. James, born in London, England, came to the U. S. in 1926, and a year later joined the National Broadcasting Company. There he developed and organized the network's sales promotion department. In 1935 he was among the first network men to engage in the preliminary planning for television activities of NBC. At Mutual, "Jimmy" James handled a number of special management assignments in addition to the overall supervision of Mutual's advertising, promotion and research activities. He is also coordinator of television activities of the network. At the 1948 Annual meeting of the TBA, he served as chairman of the planning and entertainment committee.

Earl M. Johnson
*V.P. Chg. Sta. Rel.*

Vice-president in charge of station relations and engineering for the network, Earl M. Johnson joined the organization in 1946 as chief plans and allocations engineer. In that capacity he developed Mutual's "listenability" a new engineering coverage measurement, designed to guide network expansion. He is in daily consultation with Mutual affiliates on AM, FM and TV matters. Prior to joining the Mutual network, Johnson was a member of the executive engineering committee of the NAB for 3 years and is still associated with the committee. After graduating from the University of Cincinnati in 1940 he became an engineer on the staff of WLW, Cincinnati. His war service includes activity on the Operations Research Staff of the War Department.

*For Complete Listing of MBS TV Network Personnel See Page 274*

# NBC TELEVISION NETWORK

**Key to Symbols**

- Operating Station and Point of Origin
- Operating Station
- Under Construction
- Application Pending
- Full Time Circuit
- Circuit Shared with Other Networks
- Under Construction
- NBC Projected

**EXPECTED OPERATION DATES**

(1) Albuquerque 11-14-48
(2) Louisville 11-24-48
(3) Seattle 11-25-48 Interim AT&T
(4) Memphis 12-11-48
(5) Los Angeles 12-48
(6) Rochester 1-49

**Network Facilities As of Jan. 12, 1949**

# N. B. C. TELEVISION NETWORK

NILES TRAMMELL
*President*

One of the pioneers of network broadcasting, Niles Trammell joined NBC as a salesman in the network's central division in March, 1928. Two months later he was appointed its manager. Operating from two offices and one studio in Chicago, he turned in $1,000,000 business in the first eight months. While in Chicago, he pioneered the daytime serial program trend. It was under his guidance that the Chicago Symphony orchestra first broadcast a concert from a tin roofed studio during a hail storm. He also realized the importance of public service programs in network radio. Under his direction programs like the University of Chicago Round Table, Farm and Home Hour, Medicine in the News and many others developed. He assumed presidency of NBC July 12, 1940.

CHARLES R. DENNY
*Exec. V.P.*

Admitted to the practice of law in 1936 in Washington, D. C., Charles R. Denny, executive vice-president of NBC was an attorney with the Department of Justice from 1938-1941, appointed assistant general counsel of the FCC in 1942 and on Oct. 6, 1942, was named general counsel of the FCC. On March 30, 1945, Denny was appointed a commissioner. In February, 1946, as assistant chairman he was appointed chairman of the FCC by President Truman on December 4, 1946, being the youngest man to ever hold that position. In October, 1947, he joined NBC as vice-president and general counsel, and was named executive vice-president of the network July 1, 1948. Denny was born in Baltimore, Md., April 11, 1912. In 1933 he was graduated from Amherst College with an A. B. degree and from Harvard Law School in 1936 with anLL.B. degree.

CARLETON D. SMITH
*Dir. TV Opr.*

Starting in radio in 1929 as an announcer of WDBJ, Roanoke, Va., while continuing as executive secretary of the American Automobile Association, Carleton D. Smith, director of TV operations of NBC, first came to NBC Washington as an announcer in 1931. When NBC leased WMAL in Washington in 1933, Smith was appointed assistant manager of the Blue Network station. He was NBC's presidential announcer for the entire twelve years of President Roosevelt's administration and supervised the early development of NBC Television in the nation's capital and the opening and subsequent operation of WNBW. Born in Winterset, Iowa, he spent his early youth in the mid-west, coming East to attend George Washington University in Washington, D. C.

*For Complete Listing of NBC TV Network Personnel See Page 280*

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Vice-President..G. Emerson Markham
Secretary-Treasurer .....Will Baltin
Asst. Sec.-Treasurer...Paul Raibourn

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Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; Noran E. Kersta, William H. Weintraub & Co.; Jack R. Poppele, WOR; Robert Kintner, ABC; Paul Raibourn, Television Productions, Inc.; Lawrence W. Lowman, CBS; G. Emerson Markham, General Electric Company.

### FUNCTIONS

**Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.**

## American Television Society, Inc.

17 EAST 45th STREET, NEW YORK 17, N. Y.
MUrray Hill 7-9250

### OFFICERS

President.....Charles J. Durban
Vice-President.....Halsey V. Barrett
Secretary .....Emerson Yorke
Asst. Secretary .....Dian Dincin
Treasurer.....Archibald U. Braunfeld

### DIRECTORS

Charles A. Alicoate, Warren Caro, Don McClure, George Moscovics, Paul Mowrey, George Shupert, Edward Sobol.

### FUNCTIONS

**American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.**

# Academy of Television Arts and Sciences

6225 SUNSET BLVD., HOLLYWOOD 28, CALIF.
Hempstead 8942

### OFFICERS

President .....Charles B. Brown
1st Vice-President...Harry R. Lubcke
2nd Vice-President...Don McNamara
Treasurer .....Russell L. Furse
Corres. Secy.....Irwin W. Stanton
Secretary .....Jack Strauss
Secy. to Treas.....Lenore Kingston
Recording Secy.....Syd Cassyd

### DIRECTORS

Edgar Bergen, Rudy Vallee, Hal Block.

### FUNCTIONS

To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through television, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to television. To encourage research and accomplishment by presentation of awards. To cooperate with organizations having similar aims.

•

# Independent Television Producers Assn., Inc.

234 WEST 44th STREET, NEW YORK 18, N. Y.
CHickering 4-1583

### OFFICERS

President .....Martin A. Gosch
Vice-President.....Irvin Paul Sulds
Secretary.....Nathan M. Rudich
Treasurer.....Henry S. White

### DIRECTORS

Charles Basch, Judy Dupuy, Arthur Erlich, Jack Levine, Oland Killingsworth, Oliver Nicoll.

### COUNSEL

James L. Fly

### FUNCTIONS

The Independent Television Broadcasters Association (ITPA) is an industry association comprised of manufacturers or producers of live, filmed, or iconoscope recorded television progams. Membership in ITPA is open to all such independent producers or production firms provided they are not part of, or associated with, an advertising agency, television network, or local television station.

# Television Producers Association

7063 SUNSET BLVD., HOLLYWOOD 28, CALIF.
Granite 6930

### OFFICERS

President.....Mal Boyd
Secretary.....Gladys Rubens
Treasurer.....Maleese Black

### BOARD OF DIRECTORS

Michael Stokey, George Fogle, Nil Thor Granlund, Robert Light, Mal Boyd, Gladys Rubens, Stratford Corbett, Syd Cassyd, Maleese Cassyd.

Legal Counsel.....Max M. Gilford

### COMMITTEE CHAIRMEN

Membership.....Lenore Kingston
Program.....Frank Woodruff
Station Relations....Robert Colenson and Bernie Ebert
Labor Relations.....Ben Bard
Research.....Maleese Black
Finance.....Morton Wright

# Television Film Producers Association

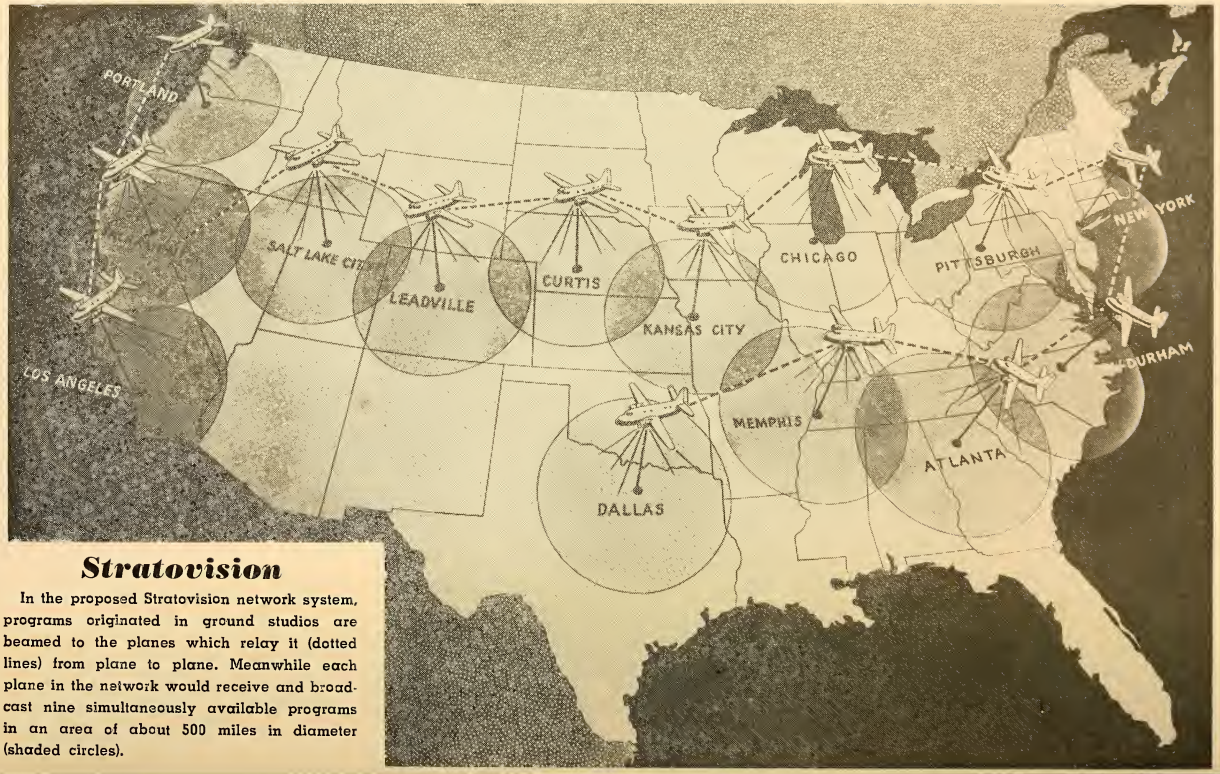
8822 W. WASHINGTON BLVD., CULVER CITY, CALIF.
Texas 0-4525

### OFFICERS

President.....Hal Roach, Jr.
Vice-President.....Carl Dudley
Secretary.....Rudy Vallee
Treasurer.....Roland Reed

### BOARD MEMBERS

Ross Sutherland, Herbert Strock, Wallace Worsley, William Cameron Menzies, Bernard J. Carr.

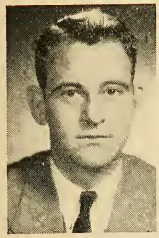



## *Stratovision*

In the proposed Stratovision network system, programs originated in ground studios are beamed to the planes which relay it (dotted lines) from plane to plane. Meanwhile each plane in the network would receive and broadcast nine simultaneously available programs in an area of about 500 miles in diameter (shaded circles).

# PROGRESS ON STRATOVISION

By C. E. NOBLES, *Stratovision Engineer, Westinghouse Corp.*



*C. E. Nobles*

STRATOVISION, the airborne system of broadcasting television and frequency modulation programs under development by the Westinghouse Electric Corporation and The Glenn L. Martin Company, proved itself a technical reality during 1948.

Early in the year a B-29 was converted as the second experimental Stratovision airplane, and the first television signals were transmitted from the plane on April 30. This was the first of a series of weekly test flights which culminated in the first public demonstration of Stratovision on June 23.

On that night Stratovision was presented formally to newspaper and magazine representatives at Zanesville, Ohio. The Stratovision plane, flying at 25,000 feet in the vicinity of Pittsburgh, picked up the Republican Convention telecast from WMAR-TV in Baltimore, 200 miles away, and rebroadcast it to Zanesville, located 110 miles from the closest ground television station.

Since the first test flights early this spring, picture quality has been improved by eliminating noise from the plane's engines through increased bonding, and by introducing noise limiters in critical circuits.

However, in demonstrations and tests, picture quality has been affected more seriously by the nature of the signal picked-up at the plane for transmission than by any other factor. Although the Stratovision plane has successfully picked-up commercial programs and rebroadcast them, these demonstrations were of an experimental nature, and interference encountered will not be met in commercial operation of the system, since a high frequency relay will send the programs direct to the plane circling above the ground station.

Stratovision broadcasts have been authorized through an experimental license granted by the FCC. Call letters for the station are W10XWB operating on television Channel No. 6.

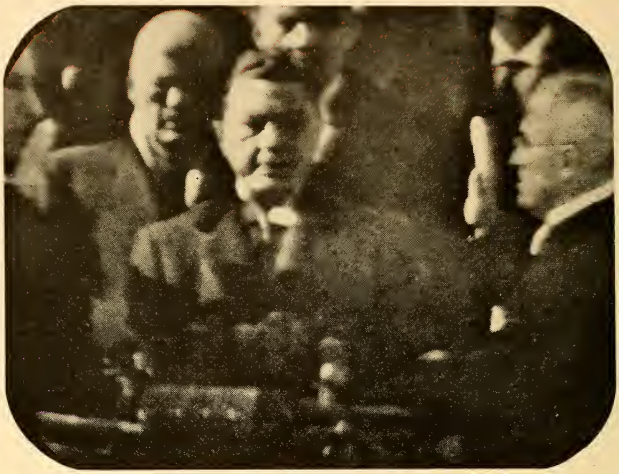
Although the major technical problems in the Stratovision broadcasting system have been solved, the problem of application of the system must await the standardization of practices in allocating television channels for ground and airborne stations. During the year Westinghouse Radio Stations, Inc., applied to the FCC for authorization of a Stratovision channel allocation in the general video reallocation hearings and subsequently for authorization of a Stratovision station at Pittsburgh, but both applications were rejected.

There are no limitations in the Stratovision system which would restrict its use in the high frequency bands, and currently Westinghouse Radio Stations, Inc. has presented this information to the FCC in hearings conducted by that body to determine the advisability of allocating channels for television broadcasting in these frequencies.

The increased coverage offered by a Stratovision station compared to a ground television station is summed up in engineering studies which assume operation of an airborne station at Pittsburgh. The Stratovision station would provide television service to 8,253,000 people in the 58,200 square miles encompassed by the station's 5,000 microvolt contour line. If protection were granted for the station's 500 microvolt contour line, a total of at least 12,039,000 people in an area of 127,000 square miles would receive service. Although proposed allocations in the area of 200 miles radius to be covered by Stratovision would allow for the operation of 54 ground television stations in 32 cities, approximately 5,868,000 people would not have protected television service.

In summary, engineering developments of the Stratovision system during 1948, have confirmed calculated estimates of the effectiveness of airborne broadcasting of television and frequency modulation programs. Thousands of reports from televiewers emphasize the need for expanded coverage for these services. The major technical problems have been solved, and the minor problems can be solved. Solution of the economic and social implications inherent in the application of Stratovision is the problem for the future.

# Historic Television Pictures



*Placing his camera before an RCA television receiver at NBC headquarters in N. Y., Jack Zwillinger, staff photographer, took the above picture of President Harry S. Truman taking the oath of office on the Capitol building steps in Washington.*

*President Harry S. Truman waves to the crowds from his car in the inaugural parade (Jan. 20, 1949) in Washington.*

# TELEVISION STATIONS

***Alphabetically Listed***
***by Cities — Call Letters***

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***Personnel***

•

***Facilities***

•

***Other Detailed Information***

# TELEVISION STATIONS
## *in THE UNITED STATES*

## *Albuquerque*

### KOB—TV

1948
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 5 Kw.; Visual, 5 Kw.
Owned-Oper. By.....Albuquerque Bcstg. Co.
Business-Studio Address.....234 S. 5th St.
Phone Number .....4411
Transmitter Location..905 So. Buena Vista Ave.
Air Time.....15 hrs. weekly
Owner, General Manager....T. M. Pepperday
Sta. Mgr., Technical Dir.....George S. Johnson

## *Atlanta*

### WAGA—TV

1948
CBS-DuMONT
CHANNEL 5

Frequency: 76-82 mc.....Power: Aural, Pending; Visual, Pending
Owned-Operated By.....Liberty Bcstg. Corp.
Bus.-Studio-Transmitter Address....1018-32 W. Peachtree
Phone Number.....Main 5900
Air Time.....Not yet on air
Representative .....Katz
Pres., Station Mgr.....George B. Storer, Jr.
General Manager.....James E. Bailey
Commercial Manager.....Claude H. Frazier
Prom.-Pub. Director.....William R. Terry
Dir. of News & Spec. Events.....Dale Clark
Production Manager.....James Loren
Film Director.....Horace Cook
Director of Remotes.....Roy Dodson
Technical Director.....Paul B. Cram

### WSB—TV

1948
NBC-ABC
CHANNEL 8

Frequency: 180-186 mc.....Power: Aural, 12.5 Kw.; Visual, 23.8 Kw.
Owned-Oper. By.....Atlanta Journal Co.
Bus. Address.....Biltmore Hotel
Phone Number.....HEmlock 1045
Studio-Transmitter Location....1601 W. Peachtree St.
Air Time.....Average 35 hrs. weekly
News Service .....AP
Transcription Service....Associated, Standard
Representative .....Petry
Membership .....TBA
Managing Dir.....J. Leonard Reinsch
General Manager.....John M. Outler, Jr.
Commercial Manager.....Frank Gaither
Program Director.....Marcus Bartlett
Promotion Director.....Vincent C. Piano
Dir. of News & Spec. Events..Walter Paschall
Production Manager.....Mark Toalson
Publicity Director.....Wayne L. Anderson
Film Director.....Jean Hendrix
Dir. of Remotes.....Oliver Heely
Technical Director.....W. H. White

## *Baltimore*

### WAAM

1948
ABC-DuMONT
CHANNEL 13

Frequency: 210-216 mc.....Power: Aural, 13.8 Kw.; Visual, 26.1 Kw.
Owned-Oper. By....Radio-Television of Baltimore, Inc.
Bus.-Studio-Transmitter Address..3725 Malden Ave.
Phone Number.....Mohawk 7600
Air Time.....5:30 p.m.-11 p.m.
News Service .....UP
Transcription Service .....World
Representative.....Free & Peters
Exec. V.P.....Frederick L. Allman
General Manager.....Norman Kal
Commercial Manager.....Armand Grant
Prog. Dir., Prod. Mgr., Dir. of Remotes .....Ted Estabrook
Sales Prom. & Merch.....Clark Reynolds
Publicity Director.....Armand Grant
Operation, Film Dir.....Herb Cahan
Technical Director.....Warren Braun

### WBAL—TV

1948
NBC
CHANNEL 11

Frequency: 198-204 mc.....Power: Aural, 17.2 Kw.; Visual, 32.6 Kw.

Owned-Operated By.....Hearst Radio, Inc.
Bus.-Studio Address.....2610 No. Charles St.
Phone Number.....Hopkins 3000
Transmitter Location....Violet & Cottage Ave.
Air Time.....60 hrs. weekly
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative .....Edward Petry
Membership .....TBA, NAB
President.....Charles B. McCabe
General-Station Mgr.....Harold C. Burke
Commercial Manager.....Kenneth Carter
Program Director.....John Dickman
Technical Director.....Harold See

## WMAR—TV

1947
CBS
CHANNEL 2

Frequency: 54-60 mc.....Power: Aural, 9.1 Kw.; Visual, 17.1 Kw.
Owned-Oper. By.....The A. S. Abell Co.
Business Address.....Baltimore Sunpapers
Phone Number.....Lexington 7700
Studio Address.....The Sun Bldg., Baltimore & Charles Sts.
Transmitter Location.....O'Sullivan Bldg., Baltimore & Light Sts.
Air Time.....9:30 a.m.-11 p.m., 7 days weekly
News Service .....AP
Transcription Service..Associated, Lang-Worth
Representative .....Katz
Membership .....TBA
President .....Paul Patterson
Director of Radio.....E. K. Jett
Commercial Manager.....Ernest A. Lang
Program Director.....Robert B. Cochrane
Film Director.....Philip H. Heisler
Chief Engineer.....Carlton G. Nopper

# Boston

## WBZ—TV

1948
NBC
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 7.13 Kw.; Visual, 14.3 Kw.
Owned-Oper. By.....Westinghouse Radio Stations, Inc.
Bus.-Studio-Transmitter Address..1170 Soldiers Field Rd.
Phone Number.....ALgonquin 4-5670
Air Time.....(Mon.-Fri.) 6:30-10:30 p.m.; (Sat.) 1:30-10:45 p.m.; (Sun.) 5-10 p.m.
News Service.....AP, INS
Transcription Service...Associated, Thesaurus
Representative.....Spot Sales
President .....Walter Evans
General Manager.....J. B. Conley
Station Manager.....W. C. Swartley
Sales Manager.....C. Herbert Masse
Program Manager.....W. Gordon Swan
Sales Prom. Manager.....Lynn Morrow
Dir. of News.....F. E. Whitmarsh
Program Supervisor.....Lucian Self
Production Manager.....Iran Berlow
Publiicty Manager.....W. A. Davis
Film Director.....Norah Adamson
Dir. of Remotes.....Ralph Giffen
Technical Supervisor.....Sidney Stadig
Chief Engineer.....W. H. Hauser

## WNAC—TV

1948
ABC-CBS-DuMONT-YANKEE
CHANNEL 7

Frequency: 174-180 mc.....Power: Aural, 26.6 Kw.; Visual, 13.3 Kw.
Owned By.....General Tire & Rubber Co.
Bus.-Studio Address.....21 Brookline Ave.
Phone Number.....COmmonwealth 6-0800
Transmitter Location .....Medford
Air Time .....Varies
News Service .....Telenews
Transcription Service .....Associated
Representative .....Edward Petry
President .....William O'Neil
Exec. V.P., Gen.-Comm. Mgr.....Linus Travers
V.P., Sta. Mgr., Prog. Dir.....George Steffy
V.P. .....Thomas O'Neil
Program Director.....David F. Shurtleff
Dir. of News & Special Events.....Leland C. Bickford
Publicity Director.....Phyllis Doherty
Film Director.....James Pike
Dir. of Remotes.....Clarence Stone
Technical Director.....Irving E. Robinson

## WBEN—TV

1948
NBC-ABC-DuMONT-CBS
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 12 Kw.; Visual, 20.1 Kw.
Owned-Operated By.....WBEN, Inc.
Business Address .....Buffalo
Phone Number.....Cleveland 6400
Studio Transmitter Location.....Hotel Statler
Air Time.....approx. 25-30 hrs. weekly
News Service.....AP, INS, UP
Transcription Service....Standard, Lang-Worth
Representative .....Edward Petry
President.....Edward H. Butler
V.P., General Mgr.....A. H. Kirchhofer
Station Manager.....C. Robert Thompson
Commercial Manager.....Frank W. Kelly
Program Director.....George Torge
Promotion Director.....Joe Haeffner
Special Events.....John Hutchinson
Exec. Producer.....Joe Jenkins

Film Director.....Quinten P. Renner
Asst. Technical Dir. Charge of
Television .....Glenn Beerbower

## Chicago

# WBKB

1940
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 7 Kw.; Visual, 13.1 Kw.
Owned-Oper. By.....Balaban & Katz Corp.
Business-Studio Address.....190 N. State St.
Phone Number.....RAndolph 6-8210
Transmitter Location.....33 N. LaSalle St.
Air Time.....5:15 p.m.-approx. 10:30 p.m.
News Service .....AP, UP
Representative .....Weed
Membership .....TBA
Dir. of Telev.....John Balaban
General Manager.....John H. Mitchell
Program Director.....E. Jonny Graff
Dir. of News.....Ulmer Turner
Production Manager.....William Ryan
Publicity Director.....Sterling C. Quinlan
Film Director.....Richard Locke
Dir. of Remotes.....Richard Liesendahl
Tech. Dirs....Loraine Larson, Lewis Gomavitz, Joseph Simon, Richard Rider, Joseph Byrne
Asst. Dirs.....James Taylor, John Alexander
Chief Engineer.....William P. Kusack

# WENR—TV

1948
ABC-MIDWEST
CHANNEL 7

Frequency: 174-180 mc.....Power: Aural, 15 Kw.; Visual, 30 Kw.
Owned-Operated By.....American Bcstg. Co.
Bus.-Studio-Transmitter Address.....20 No. Wacker Dr.
Phone Number.....CEntral 6-5070
Air Time .....Various
News Service.....AP, INS, UP
Transcription Service .....Standard
Membership .....NAB
President (ABC).....Mark Woods
V.P. Chg. ABC Central Div...John H. Norton, Jr.
General Manager.....James Stirton
Sta.-Comm. Mgr.....Roy McLaughlin
Program Manager.....Harold Stokes
Dir. of TV Programming.....Fred Kilian
Promotion Director.....Karl R. Sutphin
Exec. Producer.....Jack Gibney
Dir. of News & Spec. Events.....Con O'Dea
Production Manager.....Monte Fassnacht
Publicity Director.....Ell Henry
Co-Ordinator of TV Sales.....Gerald Vernon
Film Director.....John Berg
Dir. of Remotes.....Bill Hollenbeck
Chief Engineer.....E. C. Horstman

# WGN—TV

1948
CHANNEL 9

Frequency: 186-192 mc.....Power: Aural, 30 Kw.; Visual, 15 Kw.
Owned-Operated By.....WGN, Inc.
Business Address.....441 N. Michigan Ave.
Phone Number.....SU 7-0100
Studio Addresses.....400 W. Madison St.; 441 N. Michigan Ave.
Transmitter Location.....400 W. Madison St.
Air Time.....35 hrs. weekly
Transcription Service .....Standard
President.....Robert R. McCormick
Manager.....Frank P. Schreiber
Operations Director.....Vernon R. Brooks
Commercial Manager...William A. McGuineas
Sales Manager.....George Harvey
Program Director.....Jay Faraghan
Dir. of News & Spec. Events.....Spencer Allen
Technical Director.....Carl J. Meyers

# WNBQ

1948
NBC
CHANNEL 5

Frequency: 76-82 mc.....Power: Aural, 21.8 Kw.; Visual, 21.8 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Bus.-Studio Address.....Merchandise Mart
Phone Number.....SUperior 7-8300
Transmitter Location.....Civic Opera Bldg.
Air Time .....Varies
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative .....Spot Sales
V.P. in Chg. of Central Div....I. E. Showerman
General Manager.....Jules Herbuveaux
Commercial Manager.....Oliver Morton
Program Manager.....Ted Mills
Promotion Director.....Harold A. Smith
Dir. of News & Spec. Events.....W. B. Ray
Production Manager.....Richard Von Albrecht
Publicity Director.....Jack Ryan
Operations Supvr.....Charles L. Townsend
Supvr. of Field Oper...Reinald Werrenrath, Jr.
Station Engineer.....Walter F. Lanterman

## Cincinnati

# WLW—TV

1948
NBC
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 19.5 Kw.; Visual, 23.5 Kw.

Owned-Operated By.....Crosley Bcstg. Corp.
Business Address.....140 W. Ninth St.
Phone Number.....Cherry 1822
Studio-Transmitter Location...2222 Chickasaw St.
Air Time..afternoon & evening, 7 days weekly
News Service.....INS, UP
Transcription Service.....Thesaurus, SESAC
President.....James D. Shouse
V.P., General Mgr.....R. E. Dunville
V.P. in Chg. of Telev.....M. N. Terry
Sales Manager.....M. F. Allison
Program Director.....Chester Herman
Dir. of Sales Prom.....David E. Partridge
Dir. of News.....Howard Chamberlain
Sales Service Mgr.....James Hill
Dir. of Pub. Relations & Publicity.....James J. Cassidy
Dir. of Film Procurement.....Russ Landers
Dir. of Sports.....Red Thornburgh
V.P. in Chg. of Engineering.....R. J. Rockwell

## *Cleveland*

# WEWS

**1947**
CBS-ABC-DuMONT
CHANNEL 5

Frequency: 76-82 mc.....Power: Aural, 8.15 Kw.; Visual, 16.3 Kw.
Owned-Oper. By...Scripps-Howard Radio, Inc.
Bus.-Studio Address.....The WEWS Bldg., 1816 E. 13th St.
Phone Number.....SUperior 6111
Transmitter Location.....7080 State Rd., Parma
Air Time.....45 hrs. weekly
News Service .....UP
Representative .....Branham
President.....Jack R. Howard (230 Park Ave., New York 17, N. Y.)
V.P., General Mgr.....James C. Hanrahan
Station Dir.....J. Harrison Hartley
Program Mgr.....Patrick H. Crafton
Dir. News, Prom., Spec. Events, Film Oper. & Pub.....Floyd E. Weidman
Film Supervisor.....Edward T. Noll
Dir. of Remotes.....Ernest E. Sindelar
Technical Director.....Joseph B. Epperson

# WNBK

**1948**
NBC
CHANNEL 4

Frequency: 66-72 mc....Power: Aural, 2.5 Kw.; Visual, 5 Kw.
Owned-Oper. By.....National Bcstg. Co., Inc.
Business-Studio Address....815 Superior Ave.
Phone Number.....CHerry 0942
Transmitter Location .....Brecksville
Air Time .....Varies
News Service.....AP, UP
Transcription Service....Thesaurus, Standard, Associated
Representative .....Spot Sales
Membership .....TBA
President (NBC).....Niles Trammell
General Manager.....John McCormick
Station Manager.....Charles C. Bevis, Jr.
Sales Manager.....Harold L. Gallagher
Promotion Director.....Howard Barton
Dir. of News & Special Events.....Edward R. Wallace
Production Manager.....Robert J. Spencer
Film Director.....Albert Odeal
Dir. of Remotes.....Charles Ranallo
Technical Operations Supervisor.....Andrew L. Hammerschmidt

## *Detroit*

# WJBK—TV

**1948**
CBS-DuMONT
CHANNEL 2

Frequency: 54-60 mc.....Power: Aural, 7.51 Kw.; Visual, 14.26 Kw.
Owned-Oper. By.....The Fort Industry Co.
Business-Studio Address.....500 Temple
Phone Number.....TEmple 3-7900
Transmitter Location.....8009 Lyndon
Air Time.....approx. 6:30 p.m.-10 p.m.
News Service .....INS
Transcription Service .....Lang-Worth
Representative .....Katz
President.....George B. Storer
General Manager.....Richard E. Jones
Commercial Manager.....George M. Millar
Actg. Program Dir.....Helen Anderson
Promtion Mgr.....Joyce M. Chapman
Prod. Mgr., Film Dir.....Helen Anderson
Publicity Director.....Joyce Chapman
Chief Engineer.....Paul Frincke

# WXYZ—TV

**1948**
ABC
CHANNEL 7

Frequency: 174-180 mc.....Power: Aural, 16.7 Kw.; Visual, 32.1 Kw.
Owned-Operated By.....WXYZ, Inc.
Business Address.....1700 Stroh Bldg.
Phone Number.....CHerry 8321
Studio Address.....Maccabees Bldg.
Air Time.....18 hrs. weekly
General Manager.....James G. Riddell
Sta. Mgr., Prog. Dir.....John Pival
Commercial Manager.....Len Kamins
Promotion Director.....William J. Hendricks

Special Events.....Ted Johnson
Production Manager.....Lanny Pike
Film Director.....Rosalind Roulston
Dir. of Remotes.....Don Hallman
Technical Director.....Charles Kotcher

## WWJ—TV

1947
NBC
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 8.75 Kw.; Visual, 17.5 Kk.
Owned-Oper. By.....Evening News Assn.
Bus.-Studio Address....622 W. Lafayette Ave.
Phone Number.....WOodward 2-2000
Transmitter Location.....Penobscot Bldg.
Air Time..4 p.m.-6 p.m.; 7 p.m.-10 p.m. or later
News Service.....AP, UP
Transcription Service....Standard, Lang-Worth
Representative .....Hollingbery
Membership .....TBA, NAB
President.....W. E. Scripps
General Manager.....Harry Bannister
Asst. General Mgr.....Edwin K. Wheeler
Gen. Sales Mgr.....Harry W. Betteridge
Gen. Program Mgr.....Melvin C. Wissman
Promotion Manager.....Jake Albert
Special Events Dir.....James Eberle
Production Manager.....Tom Riley
Publicity Manager.....Dick Spencer
Film Director.....William C. Lane
Gen. Engineering Mgr.....E. J. Love

# Fort Worth

## WBAP—TV

1948
ABC-NBC
CHANNEL 5

Freqeuncy: 77.25-81.75 mc.....Power: Aural, 8.8 Kw.; Visual, 17.6 Kw.
Owned-Oper. By.....Carter Publications, Inc.
Bus.-Studio-Transmitter Address..3900 Barnett St.
Phone Number .....56-1981
Air Time..6 p.m.-10 p.m. nightly, 6 days wkly.
News Service .....AP
Transcription Service.....Lang-Worth, Cole, Associated
Representative.....Free & Peters
President .....Amon Carter
Director .....Harold Hough
Station Manager.....George Cranston
Commercial Manager.....Roy Bacus
Program Director.....Seymour Andrews
Dir. of News & Spec. Events...James A. Byron
Production Manager.....Bob Gould
Publicity Director.....Jack Rogers
Film Director.....Lynn Trammel
Dir. of Remotes.....Larry DuPont
Dir. of Engineering.....R. C. Stinson

# Hollywood

## KNBH

1949
NBC
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 13.7 Kw.; Visual, 27.5 Kw.
Owned-Oper. By..The National Bcstg. Co., Inc.
Bus.-Studio Address.....Sunset & Vine
Phone Number.....HOllywood 9-6161
Transmitter Location....On the grounds of the Mt. Wilson Hotel Co.
Air Time....Sundays-Thursdays, approx. 3½ hrs. per day
News Service.....AP, INS, UP
Transcription Service .....Thesaurus
Representative .....Spot Sales
Admn. V.P. Chg. TV (NBC)....Sidney N. Strotz
Mgr. TV Western Div. (NBC), Station Mgr.....Harold J. Bock
Dir. of Sales.....Frank A. Berend
Program Mgr.....Robert V. Brown
Adv.-Prom. Mgr.....Helen Murray Hall
Dir. News & Spec. Events.....Roger Sprague
Prod. Supvr.....Edward H. Sobol
Publicity Mgr.....Leslie Raddatz
Film Handler.....Robert Guggenheim, Jr.
Producer-Dir. (Field).....A. V. Cole
Video Control Supvr.....W. L. States
Operations Supvr.....Robert W. Clark

## KTSL

1931
MBS-DuMONT-DON LEE
CHANNEL 2

Frequency: 54-60 mc...Power: Aural, 7.5 Kw.; Visual, 15 Kw.
Owned By.....Thomas S. Lee Enterprises, Inc.
Operated By.....Don Lee Bcstg. System
Business Address.....1313 N. Vine St.
Phone Number.....HUdson 2-2133
Studio Addresses.....1313 N. Vine St., 3800 Mount Lee Dr.
Transmitter Location.....3800 Mount Lee Dr. & Mount Wilson
Air Time..3 p.m.-4:30 p.m.; 6:15 p.m.-10:15 p.m. weekly
News Service .....AP, INS
Membership .....NAB
President.....Lewis Allen Weiss
General Manager.....Willet H. Brown
Director of Telev.....Harry R. Lubcke
Commercial Manager.....Bob Hoag
Program Director.....Carlton Winckler

Promotion Director.....Bob Stock
Dir. News & Spec. Events.....Ira Walsh
Production Manager.....Elbert Walker
Publicity Director.....Mark Finley
Film Director.....Don Hine
Dir. of Remotes.....Gilbert Wyland
Technical Director.....Harold W. Jury

## *Houston*

# KLEE—TV

1948
CBS
CHANNEL 2

Frequency: 50-60 mc...Power: Aural, 8.5 Kw.; Visual, 16 Kw.
Owned-Operated By.....W. A. Lee
Business Address.....Milby Hotel
Phone Number .....P-1161
Studio-Transmitter Location.....Post Oak Rd.
Air Time.....Evening hrs.
Representative.....Adam J. Young, Jr.
President.....W. Albert Lee
Station-Commercial Mgr.....Sidney Balkin
Program Director.....Ken Bagwell
Film Director.....Bud Johnson
Chief Engineer.....Paul Huhndorff

## *Los Angeles*

# KECA—TV

1949
ABC
CHANNEL 7

Frequency: 174-180 mc.....Power: Aural, 14.8 Kw.; Visual, 29.8 Kw.
Owned-Oper. By.....American Bcstg. Co.
Business Address.....6363 Sunset Blvd.
Phone Number.....Hudson 2-3141
Studio Address..Television Center, Prospect & Talmadge
Transmitter Location.....Mt. Wilson
Air Time.....Not yet on air
Representative.....ABC Spot Sales
President (ABC).....Mark Woods
Station Manager.....Clyde Scott
Commercial Manager.....Amos Baron
Dir. of TV Prog., Western Div.....Richard J. Goggin
Promotion Director.....Jack O'Mara
Dir. of News.....Frank LaTourette
Publicity Director.....Bob Hall
Dir. of Remotes.....James T. Vandiveer
Mgr. Tech. Oper., Western Div.....James T. Caldwell

# KFI—TV

1948
CHANNEL 9

Frequency: 186-192 mc.....Power: Aural, 18 Kw.; Visual, 34 Kw.
Owned-Oper. By.....Earle C. Anthony, Inc.
Bus.-Studio Address.....141 N. Vermont Ave.
Phone Number.....FAirfax 2121
Transmitter Location.....Mt. Wilson
Air Time.....15 hrs. weekly
News Service.....AP, UP
Transcription Service.....Capitol, Associated, World
Representative .....Edward Petry
Membership .....TBA, NAB
President.....Earle C. Anthony
General Manager.....W. B. Ryan
Station Manager.....Haan J. Tyler
Sales-Prom. Mgr.....Kevin B. Sweeney
Program Director.....Ron Oxford
Dir. News & Spec. Events.....Pat Bishop
Film Director.....James Love
Dir. of Remotes.....Robert Livingston
Technical Director.....Seymour Johnston

# KLAC—TV

1948
CHANNEL 13

Frequency: 210-216 mc.....Power: Aural, 16.2 Kw.; Visual, 30.8 Kw.
Owned-Oper. By.....KMTR Radio Corp.
Bus.-Studio Address.....1000 Cahuenga Blvd.
Phone Number.....Hillside 1161
Transmitter Location.....Atop Mt. Wilson
News Service .....AP, UP
Transcription Service .....Capitol
Representative.....Adam J. Young, Jr.
President.....Dorothy S. Thackrey
Exec. V.P., Gen.-Sta. Mgr.....Don J. Fedderson
Commercial Manager.....David E. Lundy
Program Director.....Fred Henry
Promotion Director.....Jack Miller
Dir. News & Spec. Events.....Jim McNamara
Production Manager.....Don Forbes
Publicity Director.....Red Doff
Dir. of Remotes.....Fred Henry

# KTLA

1947
CHANNEL 5

Frequency: 76-82 mc...Power: Aural, 15 Kw.; Visual, 30 Kw.
Owned-Oper. By.....Paramount Television Productions, Inc.
Bus.-Studio Address.....5451 Marathon St.
Phone Number.....HOllywood 2411
Transmitter Location.....Mt. Wilson
Air Time..7 days weekly, afternoon & evening
News Service .....UP
Transcription Service.....World, Paramount Video, Weed

Membership .....TBA
President .....Paul Raibourn
General-Station Mgr.....Klaus Landsberg
Sales Manager.....Harry Maynard
Program Director.....Philip Booth
Dir. News & Spec. Events, Publicity Director .....Jonathan Rice
Production Manager.....J. Gordon Wright
Film Director.....Leland Muller
Technical Director.....Raymond M. Moore

## KTTV

**1949**

CBS
CHANNEL 11

Frequency: 198-204 mc.....Power: Aural, 16.5 Kw.; Visual, 31.5 Kw.
Owned-Oper. By.....KTTV, Inc.
Bus.-Studio Address....1025 N. Highland Ave.
Phone Number.....HUdson 2-1301
Transmitter Location.....Mt. Wilson
News Service .....AP
Representative .....Radio Sales
President .....Norman Chandler
General Manager.....Harry W. Witt
Commercial Manager.....Frank King
Program Director.....Hal Hudson
Promotion Director.....Peter Roebeck
Dir. News & Spec. Events.....Stuart Phelps
Production Manager.....David Crandell
Film Director.....Robert Breckner
Dir. of Remotes.....Joe Conn
Chief Engineer.....Raymond Monfort

# *Louisville*

## WAVE—TV

**1948**

NBC-ABC-CBS
CHANNEL 5

Frequency: 76-82 mc.....Power: Aural, 4 Kw.; Visual, 7 Kw.
Owned-Operated By.....WAVE, Inc.
Bus.-Studio-Transmitter Address.....334 E. Broadway
Phone Number.....Wabash 2201
Air Time.....approx. 6:30-10:30 nightly
News Service .....AP
Transcription Service...Thesaurus, Lang-Worth
Representative.....Free & Peters
Membership .....NAB
President.....George W. Norton, Jr.
General Manager.....Nathan Lord
Commercial Manager.....Ralph Jackson
Program Director.....George C. Patterson
Prom.-Pub. Director.....Eugene W. Leake, Jr.
Dir. News & Spec. Events.....James Caldwell
Production Manager.....John Boyle
Film Director.....Fred Mullen
Dir. of Remotes.....Walter Witherbee
Technical Dir.....Wilbur E. Hudson

# *Memphis*

## WMCT

**1948**

NBC-CBS-DuMONT
CHANNEL 4

Frequency: 68-72 mc...Power: Aural, 7.12 Kw.; Visual, 13.6 Kw.
Owned-Oper. By.....Memphis Publishing Co.
Bus.-Studio Address..Goodwyn Institute Bldg.
Phone Number .....8-7464
Transmitter Location .....Memphis
Air Time.....Not yet on air
Transcription Service..Thesaurus, Lang-Worth, SESAC
Representative .....Branham
General Manager.....H. W. Slavick
Commercial Mgr.....J. C. Eggleston
Program Director.....Wilson Mount
Publicity Director.....Walter E. Frase
Dir. of News.....Bob Pigue
Production Manager.....Eugart Yerian
Film Director.....Marvin F. Carter
Chief Engineer.....E. C. Frase, Jr.

# *Milwaukee*

## WTMJ—TV

**1947**

NBC-ABC-CBS
CHANNEL 3

Frequency: 60-66 mc...Power: Aural, 10.2 Kw.; Visual, 16.1 Kw.
Owned-Operated By.....The Journal Co.
Business Address.....333 W. State St.
Phone Number.....MArquette 8-6000
Studio-Transmitter Location.....Radio City, 720 E. Capitol Dr.
Air Time.....Average 33 hrs. weekly
News Service .....AP
Transcription Service .....Thesaurus
Representative .....Edward Petry
V.P., Gen. Mgr.....Walter J. Damm
Asst. General Mgr.....L. W. Herzog
Station-Comm. Manager.....R. G. Winnie
Prog. Mgr., Dir. of Remotes.....Jim Robertson
Prom.-Pub. Dir.....Bruce Wallace
Dir. of News.....Jack E. Krueger
Comm. Prod. Mgr.....Frank Hart
Chief Engineer.....Phil Laeser

## Minneapolis-St. Paul

# KSTP—TV

1948
NBC
CHANNEL 5

Frequency: 76-82 mc...Power: Aural, 17.3 Kw.; Visual, 24.7 Kw.
Owned-Operated By.....KSTP, Inc.
Bus.-Studio-Transmitter Address.....3415 University Ave., St. Paul; 3415 University Ave. S.E., Minneapolis
Phone Number.....Prior 2717
Air Time.....5½ hrs. daily
Representative .....Edward Petry
President, General Mgr....Stanley E. Hubbard
V.P., Asst. Mgr.....K. M. Hance
Commercial Mgr.....Miller C. Robertson
Program Director.....Del Franklin
Prom.-Pub. Director.....Joe Cook
Dir. News & Spec. Events.....Walt Raschick
Film Director.....Richard Kepler
Technical Director.....John McMahon

# WTCN—TV

1948
ABC
CHANNEL 4

Frequency: 66-72 mc...Power: Aural, 9.2 Kw.; Visual, 17.9 Kw.
Owned-Oper. By.....Minnesota Bcstg. Corp.
Business Address.....Wesley Temple Bldg.
Phone Number.....Main 6562
Studio Address.....Radio City
Transmitter Location.....Foshay Tower
Air Time.....Not yet on air
Representative .....Free & Peters
President.....W. J. McNally
General-Station Mgr.....F. Van Konynenburg
Commercial Manager.....R. N. Ekstrum
Program Director.....J. Bryson
Promotion Director.....Clifford J. Rian
Production Manager.....Max Karl
Technical Director.....John Sherman

## New Haven

# WNHC—TV

1948
DuMONT-NBC
CHANNEL 6

Frequency: 82-88 mc....Power: Aural, 25 Kw.; Visual, 50 Kw.
Owned-Oper. By.....The Elm City Bcstg. Co.
Business-Studio Address.....1110 Chapel St.
Phone Number .....8-0196
Transmitter Location.....Gaylord Mt., Hamden
Air Time.....10 a.m.-12 noon, 5 p.m.-11 p.m.
News Service .....AP
Transcription Service .....Standard
Representative .....Rambeau
President.....Patrick J. Goode
General Manager.....Aldo De Dominicis
Sta. Mgr., Prog. Dir.....James T. Milne
Commercial Manager.....Vincent Callanan
Prom.-Pub. Director.....Lewis Doolittle
Dir. News & Spec. Events.....Tom Romano
Production Manager.....Ed Lesnick
Film Dirs.....Emery Schmittgall, Seliq Tanner
Dir. of Remotes.....Irving Small
Technical Director.....Vincent DeLaurentis

## New Orleans

# WDSU—TV

1948
ABC-NBC-DuMONT-LA.
CHANNEL 6

Frequency: 82-88 mc....Power: Aural, 15 Kw.; Visual, 31 Kw.
Owned-Oper. By....WDSU Bcstg. Service Co., Inc.
Business Address.....Moneleone Hotel
Phone Number.....Ra. 7135
Studio-Transmitter Location....Hibernia Bank Bldg., 313 Carondelet St.
Air Time.....6:15 p.m.-10 p.m., 6 days weekly
News Service.....AP, UP
Transcription Service .....Associated
Representative .....John Blair
Membership .....FMA, NAB
President.....Edgar B. Stern, Jr.
Exec. V. P.....Robert D. Swezey
Commercial Manager.....Charles Price
Program Director.....Stanley Holiday
Dir. News & Spec. Events.....Weddy Leafer
Production Manager.....Byron Dowty
Publicity Director.....Ray Liuzza
Film Director.....Rose Wetzel
Dir. of Remotes.....John Muller
Technical Director.....Carlos Dodd
Chief Engineer.....Lindsey Riddle

## New York

# WABD

1941
DuMONT
CHANNEL 5

Frequency: 76-82 mc...Power: Aural, 9.45 Kw.; Visual, 14.25 Kw.
Owned-Oper. By....Allen B. DuMont Laboratories, Inc.

Business Address.....515 Madison Ave.
Phone Number.....MUrray Hill 8-2600
Studio Addresses.....515 Madison Ave., 9th & Broadway
Transmitter Location....42nd Fl., 515 Madison Ave.
Air Time.....Monday-Friday, 7 a.m.-11 p.m.; Sunday, 6 p.m.-9 p.m.
News Service .....INS
Membership .....TBA, NAB
President.....Allen B. DuMont
Dir. of Network.....Mortimer W. Loewi
Dir. of Oper. DuMont Net.....Leonard Hole
Asst. Dir. Opr. DuMont Net....Julian Armstrong
Network Asst.....Humboldt Greig
Dir. of Sales.....Tom Gallery
Program Dir. (Net.).....James Caddigan; (WABD) Tony Kraber
Promtion Dir.....Wade Thompson
Daytime Pgm. Dir.....Jack Rayel
Publicity Dir.....Don Giesy
Film Dir.....John Novak
Dir. Mobile Opr.....Harry Coyle
Dir. Eng. DuMont Network.....Rodney Chipp
Chief Engr. WABD.....Sol Patremio
Dir. of Research.....Tom Goldsmith

## WCBS—TV

1931
CBS
CHANNEL 2

Frequency: 54-60 mc....Power: Aural, 10 Kw.; Visual, 13.7 Kw.
Owned-Oper. By.....Columbia Bcstg. System, Inc.
Business Address.....51 E. 42nd St.
Phone Number.....PLaza 5-2000
Studio Addresses.....15 Vanderbilt Ave., Studio Theatre: 109 W. 39th St.
Transmitter Location.....Chrysler Tower
Air Time.....7 days weekly
News Service .....AP
Representative .....Radio Sales
Membership .....TBA
V.P., Dir. TV Oper.....J. L. Van Volkenburg
Program Director.....Charles M. Underhill
News, Spec. Events & Sports Director .....Edmund Chester
Sales Director.....David V. Sutton
Mgr. Prog. Devel.....Worthington C. Miner
Mgr. Sales Devel.....George L. Moskovics
Operations Mgr., Studio.....Merritt Coleman
Oper. Mgr., Technical.....Paul Wittlig
Mgr. Film Procure. Div.....Stanton M. Osgood
Mgr. Film Syndication Div.....H. Grant Theis

## WJZ—TV

1948
ABC
CHANNEL 7

Frequency: 174-180 mc.....Power: Aural, 14.8 Kw.; Visual, 29.5 Kw.
Owned-Oper. By....American Bcstg. Co., Inc.
Bus.-Studio Address.....30 Rockefeller Plaza
Phone Number.....CIrcle 7-5700
Transmitter Location.....Hotel Pierre
Air Time...7 p.m.-11 p.m., Sat. & Sun. 2-11 p.m.
News Service.....AP, INS, UP
Transcription Service .....Video
Representative .....ABC
Membership .....TBA
President (ABC).....Mark Woods
Station Manager.....Murray Grabhorn
Commercial Manager.....C. L. Doty
Program Director.....Alexander Stronach
Promotion Director.....Gene Russell
Dir. News & Spec. Events.....Thomas Velotta
Production Manager.....Charles Holden
Publicity Director.....Earl Mullin
Film Director.....Nat Fowler
Dirs. of Remotes.....Robert Doyle, Marshall Diskin
Technical Director.....George Milne

## WNBT

1941
NBC
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 7 Kw.; Visual, 7 Kw.
Owned-Oper. By.....National Bcstg. Co.
Business Address.....Rockefeller Plaza
Phone Number.....CIrcle 7-8300
Studio Addresses..30 Rockefeller Plaza, 106th St. & Park Ave.
Transmitter Location.....Empire State Bldg.
Air Time.....35 hrs. 15 min. weekly
News Service.....AP, INS, UP
Membership .....TBA
President (NBC).....Niles Trammell
Manager.....Thomas B. McFadden
Sales Manager.....John C. Warren
Adv. Prom. Director.....Murry Harris
Program Manager.....John H. Reber
Mgr. News & Spec. Events..Fred S. Heywood
Publicity Director.....Schuyler G. Chapin
Chief Engineer.....O. B. Hanson

## WPIX

1948
CHANNEL 11

Frequency: 198-204 mc.....Power: Aural, 9.25 Kw.; Visual, 18.5 Kw.
Owned-Operated By.....WPIX, Inc.
Bus.-Studio-Transmitter Address...220 E. 42nd St.
Phone Number.....MUrray Hill 2-1234
Air Time.....39 hrs. weekly
News Service .....AP
Transcription Service.....Associated, SESAC
Representative.....Free & Peters

Membership .....TBA
President.....F. M. Flynn
Station Manager.....Robert L. Coe
Commercial Manager.....B. O. Sullivan
Program Manager.....James S. Pollak
Mgr. News & Spec. Events.....Carl Warren
Pub. Relations Mgr.....Frank Young
Mgr. Research & Devel.....C. E. Denton
Chief Engineer.....Tom Howard

## WATV

1948

CHANNEL 13

Frequency: 210-216 mc.....Power: Aural, 25 Kw.; Visual, 50 Kw.
Owned-Operated By.....Bremer Bcstg. Corp.
Bus.-Studio Address.....Television Center
Phone Number.....(N. Y.) BArclay 7-8216; (N. J.) MItchell 2-6400
Transmitter Location.....First Mt., W. Orange
Air Time..Wednesday-Sunday, 3 p.m.-9:30 p.m.
News Service .....AP
Transcription Service.....World, Associated
Representative .....Weed
Membersihp .....TBA
President, General Mgr...Irving R. Rosenhaus
V.P., Engineering.....Frank V. Bremer
V.P., National Sales.....Edmund S. Lennon
Program Director.....George Green
Promotion Director.....James Sondheim
Pub. Relations Dir.....Roland Trenchard
Film Director.....Robert M. Paskow

# *Philadelphia*

## WCAU—TV

1946

CBS

CHANNEL 10

Frequency: 192-198 mc.....Power: Aural, 14.7 Kw.; Visual, 25 Kw.
Owned-Oper. By.....WCAU, Inc.
Bus.-Studio Address.....1622 Chestnut St.
Phone Number.....LOcust 7-7700
Transmitter Location.....12 S. 12th St.
Air Time .....Unlimited
News Service.....AP, UP
Representative .....Radio Sales
President, General Mgr.....Dr. Leon Levy
V.P., Asst. Gen. Mgr.....Joseph L. Tinney
V.P., TV Dir.....G. Bennett Larson
Program Director.....John McClay
Promotion Director.....Robert N. Pryor
Dir. of News.....Alfred T. Ringler
Production Manager.....Roy A. Meredith
Publicity Director.....John J. Kelly
Film Director.....Helen Buck
Technical Director.....John G. Leitch

## WFIL—TV

1947

ABC-DuMONT

CHANNEL 6

Frequency: 82-88 mc...Power: Aural, 13.5 Kw.; Visual, 27 Kw.
Owned-Oper. By..Triangle Publications, Inc., Phila. Inquirer Div.
Bus.-Studio Address.....45th & Market Sts.
Phone Number.....EVergreen 6-8090
Transmitter Location.....Widener Bldg.
Air Time .....Varies
News Service .....AP
Transcription Service .....Associated
Representative .....Katz
General Manager.....Roger W. Clipp
Adm. Asst. to Gen. Mgr.....Donald S. Kellet
Commercial Mgr.....John E. Surrick
TV Sales Manager.....Kenneth W. Stowman
Promotion Director.....Fred Hayward
Mgr. of Operations.....Felix Meyer
Production Manager.....Jack Steck
Publicity Director.....Richard C. Koster
Film Director.....Walter Tillman
Chief Engineer.....Louis E. Littlejohn
Asst. Chief Engr. for TV.....Henry Rhea

## WPTZ

1941

NBC

CHANNEL 3

Frequency: 60-66 mc...Power: Aural, 8.9 Kw.; Visual, 17.8 Kw.
Owned-Oper. By.....Philco Television Bcstg. Corp.
Business Address.....1800 Architects Bldg.
Phone Number.....LOcust 4-2244
Studio Address.....1619 Walnut St.
Transmitter Location....1300 E. Mermaid Lane, Wyndmoor
Air Time.....Approx. 5-11 p.m. daily
News Service .....INS
Transcription Service .....Thesaurus
Representative.....NBC Spot Sales
Membership .....TBA
V.P., General Mgr.....E. B. Loveman
Asst. General Manager.....Rolland V. Tooke
Comm. Mgr....Alexander W. Dannenbaum, Jr.
Program Director.....Ernest Walling
Prom.-Pub. Dir.....Charles Hoban
Dir. News, Spec. Events..Clarence W. Thoman
Film Director.....Albert J. Mann
Chief Engineer.....Raymond J. Bowley

## Pittsburgh

# WDTV

1948
DuMONT
CHANNEL 3

Frequency: 60-66 mc...Power: Aural, 2.5 Kw.; Visual, 5 Kw.
Owned-Oper. By.....Allen B. DuMont Laboratories, Inc.
Temporary Offices.....Nixon Theatre Bldg.
Phone Number.....Express 1071
Transmitter Location..Perrysville, at Montana & Grizella Sts.
Air Time.....6 p.m.-M., daily except Saturday
Membership .....TBA
President.....Dr. Allen B. DuMont
General-Station Mgr.....Donald A. Stewart
Prog.-Pub. Director.....Larry Israel
Chief Engineer.....Ray Rodgers

## Richmond

# WTVR

1947
NBC
CHANNEL 6

Frequency: 82-88 mc...Power: Aural, 6.4 Kw.; Visual, 12.16 Kw.
Owned-Oper. By.....Havens & Martin, Inc.
Bus.-Studio Address.....3301 W. Broad St., P. O. Box 5229
Phone Number .....5-8611
Transmitter Location.....Staples Mill Rd. off W. Broad St.
Air Time.....Sun.-Fri. 2-4 p.m.; 6:15-11 p.m.
News Service .....Transradio
Transcription Service..Thesaurus, Lang-Worth
Representative.....Blair, NBC Spot Sales
Membership .....TBA
Pres., Gen.-Sta. Mgr.....Wilbur M. Havens
Comm. Mgr., Prom. Dir....Walter A. Bowry, Jr.
Prog. Dir., Dir. News & Spec. Events, Publicity Director.....Allan Phaup, Jr.
Prod. Mgr., Film Dir.....Conrad Rianhard, Jr.
Technical Director.....Wilfred H. Wood

## St. Louis

# KSD—TV

1947
NBC
CHANNEL 5

Frequency: 76-82 mc....Power: Aural, 10 Kw.; Visual, 20 Kw.
Owned-Oper. By.....Pulitzer Publ. Co.
Bus.-Studio-Transmitter Address..1111 Olive St.
Air Time.....Approx. 30 hrs. weekly
Phone Number.....MAin 1111
News Service .....AP
Transcription Service.....Thesaurus, World
Representative.....Free & Peters
Membership .....TBA
President .....Joseph Pulitzer
General Manager.....George M. Burbach
Sales Manager.....Guy E. Yeldell
Chief Engineer.....J. E. Risk

## Salt Lake City

# KDYL

1948
NBC-UTAH-IDAHO
CHANNEL 4

Frequency: 66-72 mc.....Power: Aural, 4 Kw.; Visual, 2 Kw.
Owned-Oper. By.....Intermountain Bcstg. & Telev. Corp.
Business Address.....Tribune Bldg.
Phone Number .....5-2991
Studio Address.....Television Playhouse, 68 Regent St.
Transmitter Location.....Walker Bank Bldg.
Air Time.....20 hrs. weekly
Representative .....John Blair
Membership .....NAB
Pres., Gen.-Sta. Mgr.....S. S. Fox
V.P., Tech. Dir.....John M. Baldwin
Dir. of Telev. .....Harry Golub
Program Director.....Danny Ranger
Dir. News & Spec. Events.....Emerson Smith
Production Manager.....Byron Openshaw
Publicity Director.....Del Leeson
Film Director.....Hal Kaufman
Dir. of Remotes.....Wally Lambourne
TV Engineer.....Allan Gunderson

## San Francisco

# KPIX

1948
CHANNEL 5

Frequency: 76-82 mc.....Power: Aural, 15.43 Kw.; Visual, 29.93 Kw.
Owned-Oper. By...The Associated Bcstrs., Inc.
Bus.-Studio Address.....Mark Hopkins Hotel
Phone Number.....EXbrook 2-4567
Transmitter Location.....Roof, Mark Hopkins Hotel Tower
Air Time.....14-28 hrs. weekly
News Service.....INS, UP

Transcription Service.....Standard, Associated
Representative .....Bolling
Membership .....TBA, NAB
President.....Wesley I. Dumm
V.P., Station Mgr.....Philip G. Lasky
Commercial Mgr.....John G. Campbell
Program Director.....Keith Kerby
Promotion Director.....Richard Kelly
Dir. News & Spec. Events.....Bob Hansen
Technical Director.....A. E. Towne

## Schenectady

# WRGB

1939

NBC

CHANNEL 4

Frequency: 66-72 mc....Power: Aural, 20 Kw.; Visual, 40 Kw.
Owned-Oper. By.....General Electric Co.
Business Address.....1 River Rd.
Phone Number.....4-2211, Ext. 4926
Studio Address.....60 Washington Ave.
Transmitter Location.....New Scotland
Air Time.....approx. 33 hrs. weekly
News Service .....AP, INS
Transcription Service..Thesaurus, Lang-Worth
Representative.....NBC Spot Sales
Membership .....TBA, NAB
V.P., Mgr. of Bcstg.....R. S. Peare
Asst. Mgr. of Bcstg.....B. J. Rowan
Station Manager.....G. E. Markham
Asst. Station Mgr.....R. W. Welpott
Supvr. of Sales.....A. G. MacDonald
Supvr. of Programs.....A. G. Zink
Actg. Supvr. of Prom. & Pub.....R. W. O'Brian
Act. Supvr. of Prod.....P. H. Krauss
Supvr. of Scripts.....T. B. Beebe
Supvr. of News.....W. T. Meenam
Supvr. of Music.....A. O. Coggeshall
Chief Engineer.....W. J. Purcell
Asst. to Engineer.....B. W. Cruger

## Seattle

# KRSC—TV

1948

CBS-NBC

CHANNEL 5

Frequency: 72-78 mc.....Power: Aural, 11.25 Kw.; Visual, 22.5 Kw.
Owned-Operated By.....Radio Sales Corp.
Business Address.....2939 Fourth Ave. So.
Phone Number.....Eliot 2480
Studio-Transmitter Location.....3rd North & Gaylor
Air Time.....5 p.m.-11 p.m.
News Service.....AP, INS
Transcription Service..Associated, Lang-Worth
Representative.....Adam J. Young, Jr.
President.....Palmer K. Leberman
General-Station Mgr.....Robert E. Priebe
Comm. Manager.....Al Hunter
Prog.-Pub. Dir., Prod. Mgr.....Lee Schulman
Technical Director.....George Freeman

## Syracuse

# WHEN

1948

CHANNEL 8

Frequency: 180-186 mc.....Power: Aural, 13.4 Kw.; Visual, 26.7 Kw.
Owned By.....Meredith Engineering Co.
Oper. By.....Meredith Syracuse Telev. Corp.
Bus.-Studio-Transmitter Address..101 Court St.
Phone Number .....3-1126
Air Time.....Approx. 4 hrs. per day
News Service .....UP
Transcription Service .....Associated
Representative .....Katz
President.....E. T. Meredith, Jr.
General-Station Mgr.....Paul Adanti
Comm. Mgr., Prom.-Pub. Dir...William H. Bell
Prog. Dir., Prod. Mgr.....William Bohen
Film Director.....Jean Slade
Chief Engineer.....H. Eugene Crow

## Toledo

# WSPD—TV

1948

NBC

CHANNEL 13

Frequency: 210-216 mc.....Power: Aural, 27 Kw.; Visual, 12 Kw.
Owned-Oper. By.....The Fort Industry Co.
Business-Studio Address.....136 Huron St.
Phone Number.....ADams 3175
Transmitter Location.....Superior St.
Air Time...Mon.-Sat., 2-4:30 p.m., 6-10:30 p.m.
News Service.....AP, INS, UP
Transcription Service..Lang-Worth, Standard, Thesaurus
Representative .....Katz
Membership .....NAB

President.....George B. Storer
General-Station Mgr.....E. Y. Flanigan
Comm. Mgr. (Local).....Westford Shannon
Program Director.....Glenn Jackson
Prom.-Pub. Dir.....Dick Gourley
Dir. News.....James Uebelhart
Sports Director.....Bob Evans
Film Director.....Elaine Phillips
Dir. of Remotes.....Ashley Dawes
Technical Director.....William Stringfellow

## Washington

# WMAL—TV

1947
ABC
CHANNEL 7

Frequency: 174-180 mc.....Power: Aural, 13.9 Kw.; Visual, 27.7 Kw.
Owned-Oper. By..The Evening Star Bcstg. Co.
Business Address.....724 14th St., N.W.
Phone Number.....National 5400
Studio Address.....Commonwealth Bldg.
Transmitter Location..Campus, American Univ.
Air Time.....6:30 p.m.-11 p.m.
News Service.....AP, UP
Transcription Service....Associated, Standard
Representative.....ABC Spot Sales
Membership .....NAB
President.....S. H. Kaufmann
V.P., General Mgr.....K. H. Berkeley
Mgr. of Bcst. Oper. & Telev.....Fred Shawn
Commercial Mgr.....Ben B. Baylor, Jr.
Production Manager.....Arthur Weld
Film Director.....Charles Bloomquist
Chief Engineer.....Frank Harvey

# WNBW

1947
NBC
CHANNEL 10

Frequency: 66-72 mc.....Power: Aural, 10.5 Kw.; Visual, 20.5 Kw.
Owned-Oper. By....National Broadcasting Co.
Business Address.....724 14th St., N.W.
Phone Number.....REpublic 4000
Studio-Transmitter Location.....Wardman Park Hotel
Air Time.....Appro. 5:00-11.00 p.m.
News Service.....UP
Transcription Service.....Thesaurus, Standard
Representative.....NBC Spot Sales
President.....Niles Trammell, NBC
V.P. .....E. M. Russel
General Manager.....Wm. R. McAndrew
Asst. to V.P.....Wm. R. McAndrew
Commercial Manager.....Mahlon Glascock
Program Director.....George Y. Wheeler
Promotion Director.....Thomas Geoghegan
Publicity Director.....Jay Roxen
Film Director.....George Dorsey
Director of Remotes.....Charles Colledge
Technical Director.....Howard Gronberg

# WOIC

1949
CBS
CHANNEL 9

Frequency: 186-192 mc.....Power: Aural, 14.4 Kw.; Visual, 27.3 Kw.
Owned-Oper. By.....Bamberger Bcstg Service
Business Address.....433 Barr Bldg.
Phone Number.....STerling 0600
Transmitter Location ..40th & Brandywine Sts., N.W.
Air Time.....6:30-10:30 p.m., Sunday-Friday
Transcription Service.....Capitol
Representative.....WOR Sales
Membership .....TBA
President .....Theodore Streibert
General Manager.....Eugene S. Thomas
Commercial Manager.....Willliam D. Murdock
Program Director.....James S. McMurry
Promotion-Pub. Dir.....John F. Hardesty
Director of News.....Ken Evans
Production Manager.....James Blair
Film Director.....Montrey Ashburn
Director of Remotes.....Lawrence Wilkinson
Technical Director.....Robin D. Compton

# WTTG

1945
DuMONT
CHANNEL 5

Frequency: 76-82 mc.....Power: Aural, 10.5 Kw.; Visual, 17.5 Kw.
Owned-Oper. By....Allen B. DuMont Laboratories, Inc.
Business-Studio Address..12th and E. Sts.,N.W.
Phone Number.....STerling 5300
Transmitter Location.....19th Rd. bet. Edison & Harrison Sts., Arlington Co., Va.
Air Time.....Average 31 hrs. weekly
News Service.....Transradio
Transcription Service.....Associated
Membership .....TBA
President.....Dr. Allen B. DuMont
Gen.-Station Mgr.....Walter Compton
Commercial Manager.....Harold E. Sheffers
Pro. Dir.-Oper. Mgr.....Roger Coelos
Dir. of Special Events.....Leslie Arries, Jr.
Publicity Director.....Don Roper
Mgr. of Film Dept.....Jules Huber
Director of Remotes.....Leslie Arries, Jr.

# COMMERCIAL TELEVISION PROGRAMS — 1948
## (Network and Local)

*The following pages contain an alphabetical listing by program title of the four national television networks' commercial programs as well as locally sponsored programs of television stations in operation during 1948. The programs listed are for the 12-month period ending Dec. 31, 1948. Listing includes program title, sponsor and product, network or station and the advertising agency handling the account. Compilation has been made through the cooperation of ABC, CBS, DuMont, NBC and the television stations listed.*

### A

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| Adam vs. Eve | Boston Store<br>Department Store | Quiz Show | WTMJ | Louise Mark |
| Admiral Press Box | Admiral Corp. | Baseball Recap | WTTG | R. J. Enders |
| All-Star Football Preview | RCA-Victor<br>Television Sets | Remote | WGN-TV | J. Walter Thompson |
| All-Star Warm-U | Bell & Howell<br>Cameras | Remote | WGN-TV | Henri, Hurst & McDonald |
| Americana Quiz | Firestone Tire & Rubber Co.<br>Tires, Rubber Products | Quiz | NBC | Sweeney & James |
| America Speaks | Merrill Lynch-Pierce Fenner & Beane | Dr. Gallup Public Opinion Poll | KSD-TV | CBS |
| America Speaks | Merrill Lynch-Pierce Fenner & Beane<br>Institutional | | CBS | Newell-Emmett |
| America's Town Meeting of the Air | Modern Industrial Bank<br>Banking Service | | WJZ-TV | Metropolitan |
| Elaine Arndt Dance Recital | Admiral Radio Corp.<br>Radio & TV Sets | Dance Recital | WWJ | Wolfe Jickling Dow & Conkey |
| The Arrow Show | Cluett Peabody & Co.<br>Shirts, Neckwear | | NBC | Young & Rubicam |
| Associated Press News | St. Louis Nat'l Buick Dealers Assn. | Illustrated News Commentary | KSD-TV | Direct |
| Author Meets the Critics | General Foods<br>All Products | | NBC | Benton & Bowles |

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| Auto Auction | Hough<br>Used Cars | Remote | WPTZ | Direct |
| **B** | | | | |
| Baltimore Colts | National Brewing Co. | Football | WTTG | Owen and Chappel |
| Band (Eden Central School) | General Electric Supply | Studio | WBEN-TV | Bowman & Block |
| Barbershop Quartet | Kleinhans | Live | WBEN-TV | Bowman & Block |
| Baseball | Falstaff Brewing Corp. | Remote | KSD-TV | Dancer-Fitzgerald-Sample |
| Baseball | Ford Dealers | Remote | KSD-TV | J. Walter Thompson |
| Baseball | Ford Dealers, Automobiles; RCA-Victor, Radio & TV Sets | Sports | KSTP-TV | J. Walter Thompson |
| Baseball | Ford Motor Co. | Remote | WBKB | J. Walter Thompson |
| Baseball | Al Kime Appliances | Remote | WBEN-TV | Adam Eby |
| Baseball | Narragansett Refining Co. | Remote | WBZ | Standish Co. |
| Baseball | Participating (3 Sponsors) | Remote | WPTZ | Various |
| Baseball | Petty Motor<br>Ford Distributor | Remote | KDYL | Gillham |
| Baseball | Walton Motors<br>Lincoln Distributor | Remote | KDYL | George Baker |
| Baseball (Cleveland vs. Boston) | Atlantic Refining Co.<br>Gasoline, Oil | Live | DuMont | N. W. Ayer |
| Baseball (Detroit Tigers) | Goebel Brewing Co.<br>Beer | Sports | WWJ | Brooke, Smith, French & Dorrance |
| Baseball (Dodger Games) | Ford Motor Co. | Remote | WCBS-TV | J. Walter Thompson |
| Baseball (Dodger Games) | P. Lorillard Co. | Remote | WCBS-TV | Lennen & Mitchell |
| Baseball (Nite games, N. Y. Giants) | Chesterfield | Sports | WPIX | Newell-Emmett |
| Baseball (Red Sox & Braves) | Atlantic Refining Co. | Remote | WBZ | N. W. Ayer |
| Baseball (White Sox) | Atlas Brewing Co. | Remote | WGN-TV | Olian |
| Baseball (White Sox, Cubs) | P. Lorillard | Remote | WGN-TV | Lennen & Mitchell |
| Baseball (Yankees) | P. Ballantine & Sons<br>Beer | Remote | WABD | J. Walter Thompson |
| Baseball Previews | Philco Dealers | Interviews & Commentary | KSD-TV | Marjorie Wilten |

| | | | | |
|---|---|---|---|---|
| Baseball Previews | Philco Distributor<br>Radio Appliances | Film | WPTZ | Julian Pollock |
| Baseball Previews | Joseph Zamoiski Co.<br>Electric Appliances | Sports Roundup | WMAL-TV | Kal, Ehrlick & Merrick |
| Batter Up | Philadelphia Motor Car Co. | Live—Quiz | WFIL-TV | Yardis |
| Basketball | Adleta Co. | Sports | WBAP-TV | Direct |
| Basketball | Athletic Supply Co.<br>Sports Equipment | Sports | WSPD | Wendt |
| Basketball | Atlantic Refining<br>Automotive Products | Remote | WPTZ | N. W. Ayer Sons |
| Basketball | Bon Marche<br>Department Store | Sports | KRSC-TV | Direct |
| Basketball | Christian-Sheidler Co.<br>Motorola Radios & TV Sets | Sports | WSPD | Direct |
| Basketball | Ellison Furniture Co. | Sports | WBAP-TV | Direct |
| Basketball | Motorola Dealers | Remote | KSD-TV | Westheimer |
| Basketball | Motorola-Radio-TV Sets, etc. | Sports | KSTP-TV | Gourfain & Cobb |
| Basketball | National Brewing Co. | Sports | WTTG | Owen & Chappell |
| Basketball | Stag Beer | Remote | KSD-TV | Maxon, Inc. |
| Basketball (College) | Coca-Cola<br>Bottling | Sports | WXYZ | William B. Wisdom |
| Basketball (College) | First Wisconsin Nat'l Bank | Sports | WTMJ | Mary Lemkuhl |
| Basketball (College) | General Electric<br>TV Sets | Sports | WWJ | Luckoff, Wayburn & Frankel |
| Basketball (College) | General Electric Supply | Remote | WBEN-TV | Bowman & Block |
| Basketball (College) | P. J. Nee<br>Furniture | Sports | WNBW | Harwood Martin |
| Basketball (College) | Wadmas Oil Co. | Sports | WTMJ | Compton |
| Basketball (High School) | First Wisconsin Nat'l Bank | Sports | WTMJ | Mary Lemkuhl |
| Basketball (Warriors) | Norge Distributors | Remote | WFIL-TV | Campbell-Ewald |
| Beauty on Parade | Hornung Beer | Live | WFIL-TV | Clements |
| Fred Beck's Kitchen | Farmer's Market | Cooking | KTTV | Wade |
| Fred Beck's Kitchen | Southern Calif. Gas Co. | Cooking | KTTV | McCann-Erickson |
| Between the Goalposts | Lacy's<br>Philco Products | Sports | WMAL-TV | Henry J. Kaufman |
| Between the Goalposts | N. Snellenburg<br>Department Store | Remote | WPTZ | R. J. Enders |

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| The Bigelow Show | Bigelow-Sanford Co.<br>Carpets | | NBC | Young & Rubicam |
| Black Magic | Wm. Jennings<br>Coal | Studio | WPTZ | R. D. Kitzmiller |
| The Bold Look | McManus & Riley<br>Men's Clothing | Live | WRGB | Woodard & Fris |
| Bowie Races (Fall) | Gunther Brewing Co.<br>Beer | Sports | WNBW | Ruthrauff & Ryan |
| Bowie Races (Spring) | Gunther Brewing Co.<br>Beer | Sports | WNBW | Booth, Vickery & Schwinn |
| Boxing | American Shops, Inc.<br>Men's Suits | Remote | WABD | William N. Schoor |
| Boxing | Ballantine & Sons<br>Beer & Ale | | ABC | J. Walter Thompson |
| Boxing | Bickford Bros. Co. | Remote | WBEN-TV | Roizen |
| Boxing | Gillette Safety Razor Co.<br>Safety Razors, Blades | | NBC | Maxon |
| Boxing | Howard Clothes<br>Men's Clothing | Remote | WABD | Redfield-Johnstone |
| Boxing | The Odell Co.<br>Trol Hair Tonic | Remote | WABD | Lawrence C. Gumbinner |
| Boxing | Petty Motor<br>Ford Distributor | Remote | KDYL | Gillham |
| Boxing | Winston Radio & Tele Corp. | Remote | WABD | Sternfield-Godley |
| Boxing (Amateur) | General Electric<br>TV Sets | Sports | WWJ | Luckoff, Wayburn & Frankel |
| Boxing (Amateur) | Southern Wholesalers<br>RCA | Sports | WNBW | Henry J. Kaufman |
| Boxing Bouts | Motorola, Inc. | Remote | WENR-TV | Gourfain-Cobb |
| Boxing (Charles vs. Bivins) | P. Ballantine & Sons<br>Beer & Ale | Remote | CBS | J. Walter Thompson |
| Boxing (CYO) | Admiral Corp.<br>Radios & Television Sets | Remote—Live | WBKB | Jones Frankel |
| Boxing (Golden Gloves) | Chicago Tribune | Remote | WGN-TV | Direct |
| Pro-Boxing & Wrestling | Maison Blanche<br>Department Store | Sports | WXYZ | Fitzgerald |

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|---|---|---|---|---|
| Pro-Boxing & Wrestling | Zetz—7 Up<br>Bottling | Sports | WXYZ | Fitzgerald |
| Boxing (Ridgewood) | Kreuger Brewing Co.<br>Beer | Sports | WPIX | Benton & Bowles |
| Bozo's Circus | Rancho Soup | Children's Program | KTTV | Long |
| Breakfast Club | Philco Corp.<br>Refrigerators | | ABC | Hutchins Adv. Co. |
| Break the Bank | Bristol-Myers<br>Mum & Vitalis | | ABC | Doherty, Clifford & Shanfield |
| Buffalo Bills | George F. Stein Brewery | Football Film | WBEN-TV | H. J. Weil |

## C

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|---|---|---|---|---|
| Call-A-Tune | RCA Victor Dealers | Musical Request | KSD-TV | Direct |
| Camel Newsreel Theater | R. J. Reynolds Tobacco Co. | | NBC | William Esty |
| Canine Kids | Trim Dog Food | Live | WCAU-TV | Direct |
| Capital Citizen | Tom's Auto Service<br>Chrysler, Plymouth | Variety | WNBW | Henry J. Kaufman |
| Capitol Close-Up | Occidental Restaurant | Interviews | WMAL-TV | Robert J. Enders |
| Cartoon-A-Quiz | L. P. Steuart, Innc.<br>Automotive | Sports, Quiz & Cartoons | WMAL-TV | Kal, Ehrlich & Merrick |
| Cartoon Capers | Rich Ice Cream | Studio | WBEN-TV | Bowman & Block |
| Cartoon Capers | Wildroot Co. | Studio | WBEN-TV | B.B.D. & O. |
| Cavalcade of Hockey | Canadian General Electric | Film | WBEN-TV | Direct |
| Charade Quizz | United Cigar, Whelan Stores<br>Various Products | Live | DuMont | Stanton B. Fisher |
| Chevrolet On Broadway | Chevrolet Dealers<br>Automobiles | | NBC | Campbell-Ewald |
| Chicagoland Music Festival | Motorola<br>TV Sets | Remote | WGN-TV | Gourfain-Cobb |
| Child Care | Sanitary Diaper Corp.<br>Diaper Service | Women's | WPIX | Miller |
| Children's Hour | Horn & Hardart | Live | WCAU-TV | Clements |
| Chitwood Drivers | Erie County Ford Dealers | Remote | WBEN-TV | Direct |
| Choir, (High School) | General Electric Co. | Studio | WBEN-TV | Bowman & Block |
| Civic Washington Speaks | The Hecht Co.<br>Department Store | Variety | WNBW | Kal, Ehrlich & Merrick |

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| Club Television | Zenith Radio<br>Television Sets | Live | WGN-TV | McFarland, Aveyard |
| CBS-TV News | Gulf Oil Co. | Live | WCBS-TV | Young & Rubicam |
| Comic Capers | Sun-Times | Live | WBKB | American National Video Prods. |
| Comics On Parade | Participating (2 Sponsors) | Children's | WPIX | Various |
| Walter Compton and the News | General Electric Supply Corp. | News | WTTG | Direct |
| Cross-Question | Patricia Stevens<br>Model Agency | Live | WGN-TV | Meyerhoff |

## D

| | | | | |
|---|---|---|---|---|
| Daffy Derby | Special Food Co.<br>Jay's Potato Chips | Live | WBKB | Kaufman |
| Allen Dale Show | Michigan Bulb Co.<br>Tulips | Films | WGN-TV | O'Neil, Larson & McMahon |
| Dairy Farmer | Abbott's Dairies<br>Dairy Products | Film | WPTZ | Richard A. Foley |
| Dan the Gadget Man | William H. Wells<br>Gadgets | Live | WABD | Sureen |
| Date With Pat | D. H. Holmes<br>Department Store | Disc-jockey | WXYZ | Direct |
| Demonstration Party | Conlon Corp. | Live | WGN-TV | C. C. Fogarty |
| Did You Find It | George's Radio & Television Co. | Audience Participation | WTTG | R. J. Enders |
| Dr. I. Q. Junior | Mars, Inc.<br>Candy | Quiz | WWJ | Grant Adv. |
| Documentary Film | Auto Mfrs. Assn. | Documentary | WWJ | Direct |
| Documentary Film | Union Oil Co. | Documentary | WWJ | Direct |
| Dog Show | Wilkie-Buick<br>Cars | Remote | WPTZ | Joseph Lowenthal |
| Doorway to Beauty | Young-Quinlan & Co.<br>Department Store | Fashion Show | KSTP-TV | Direct |
| Doorway to Fame | Southern Music Co.<br>Musical Instruments & Appliances | Film (musical) | WXYZ | Direct |
| Dugout Chatter | George's Radio & Television Co. | Sports | WTTG | R. J. Enders |
| Dugout Doings | Broadway House of Music<br>TV Sets | Interview | WTMJ | Cramer-Krasselt |

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|---|---|---|---|---|
| Dugout Doings | Otto L. Kuehn<br>Foods | Interview | WTMJ | Direct |
| Dugout Interviews | Cargill, Inc.<br>Nutrena Dog Food | Sports | KSTP-TV | Phil Bradley & Bruce B. Brewer |
| Dugout Interviews | Minneapolis Savings & Loan<br>Ford Dealers | Baseball Interviews | KSD-TV | J. Walter Thompson |
| Dumke, Ralph | Teldisco, Inc<br>TV, Radio Sets, Equipment | Live | WABD | Green-Brodie |

## F

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|---|---|---|---|---|
| Fall Fashions | Capitol Fur Shop | Fashions | WTTG | Kal, Ehrlich & Merrick |
| Famous Fights | Walco Televue Lens | Sports | WTTG | Cayton, Inc. |
| Fashion Forecast | Carl A. Laabs Furs | Demonstration | WTMJ | Louise Mark |
| Fashion Show | Beck Furs<br>Furs & Furriers' Service | Live | WRGB | Direct |
| Fashion Show | Cohoes Manufacturing Co.<br>Clothing | Live | WRGB | Direct |
| Fashion Show | Nadell's Furs | Fashions | WWJ | A. R. Brasch |
| Fashion Story | David Crystal<br>Women's Dresses | | WJZ-TV | Direct |
| A Fashion Story | The Hecht Co.<br>Dept. Store | Fashions | WNBW | Harwood Martin |
| Fashion Story | C. H. D. Robbins Co.<br>Women's Dresses | | WJZ-TV | Direct |
| Fashions On Parade | Bergdorf Goodman Co.<br>Fashions | Live | WABD | S. R. Leon |
| Fashions On Parade | Bonwitt Teller<br>Clothing | Live | DuMont | Manning |
| Fashions On Parade | Procter & Gamble<br>Prell & Ivory Snow | Live | WABD | Benton & Bowles |
| Features for Women | Philadelphia Inquirer | Live | WFIL-TV | Direct |
| 15-Minute Program | The Apex Elec. Mfg. Co.<br>Apex Iron-A-Matic | Live | WABD | Meldrum & Fewsmith |
| Fight for Lives | Union Oil Co. | Documentary | KTSL | Foote, Cone & Belding |
| [illegible] | American Shops, Inc. | Film | WATV | B. B. D. & O. |
| for Fun | The Hub<br>Sporting Equipment | Live | WRGB | Direct |

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| Fitzgeralds | Federal Mfg. & Eng. Corp.<br>Fed-Flash Cameras | | WJZ-TV | A. W. Lewin |
| Fitzgeralds | I. J. Fox<br>Furs | | WJZ-TV | Peck |
| Fitzgeralds | Old Dutch Coffee<br>Coffee, Tea | | WJZ-TV | Peck |
| Food Fair Cooking School | Sattlers | Remote | WBEN-TV | Roizen |
| Football | Participating | Remote (Participating) | KDYL | Various |
| Football | Pepsi-Cola Bottlers of St. Louis | Remote | KSD-TV | Jim Daugherty |
| Football | RCA-Victor, Radio, TV Equip;<br>Ford Dealers, Automobiles | Sports | KSTP-TV | J. Walter Thompson |
| Football | American Tobacco | Remote | WBZ | N. W. Ayer |
| Football | American Tobacco Co.<br>Lucky Strikes | Remote | WGN-TV | N. W. Ayer |
| Football | Atlantic Refining<br>Automotive Products | Remote | WPTZ | N. W. Ayer |
| Football (College) | American Tobacco Co.<br>Lucky Strike Cigarettes | Remote | DuMont | N. W. Ayer |
| Football (College) | Humble Oil & Refining Co. | Sports | WBAP-TV | Franke, Wilkinson, Schwetz & Tips |
| Football (College) | General Electric Supply | Remote | WBEN-TV | Bowman & Block |
| Football (College) | Rosinski Furniture Co. | Remote | WBEN-TV | Bowman & Block |
| Football (College) | Camels | Sports | WPIX | William Esty |
| Football (College) | First Wisconsin Nat'l Bank | Sports | WTMJ | Marc Lemkuhl |
| Football (College) | Call Carl | Football | WTTG | Kal, Ehrlich & Merrick |
| Football (High School) | Roycraft Co.<br>Philco Distributor | Sports | KSTP-TV | Melamed Hobbs |
| Football (High School) | Leonard's Department Store | Sports | WBAP-TV | Direct |
| Football (High School) | Kudla Motor Sales | Remote | WBEN-TV | Roizen |
| Football (High School) | Surplus Sales Co. | Remote | WBEN-TV | Greenfield-Lippman |
| Football (High School) | J. B. Simpson<br>Clothes | Remote | WGN-TV | Gourfain-Cobb |
| Football (High School) | Edwards-Harris<br>Motorola Distributor | Football | WSB | Direct |
| Football (High School) | Ennis Motors, Inc.<br>Used Cars | Sports | WTMJ | Direct |

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|---|---|---|---|---|
| Football (High School) | Philco Dealers of Washington | Sports | WTTG | Kal, Ehrlich & Merrick |
| Football (Columbia University) | Liggett & Myers | Remote | WCBS-TV | Newell-Emmett |
| Football (Eagles) | Admiral Radio | Remote | WFIL-TV | Enders |
| Football (Georgia University) | Walthour & Hood<br>Sporting Goods | Film | WSB | Direct |
| Football (Green Bay Packer) | A. Gettleman Brewing Co.<br>Beer | Sports | WTMJ | Scott, Inc. |
| Football Highlights | Butwell Thompson<br>TV Retailer | Sports | WBAP-TV | Direct |
| Football (L. A. Rams) | Union Oil Co.<br>Petroleum Products | Sports | KFI-TV | Foote, Cone & Belding |
| Football (N. Y. Giants) | Liggett & Myers<br>Chesterfields | | WJZ-TV | Newell-Emmett |
| Football (N. Y. Giants-Chicago Bears) | Liggett & Myers Tobacco Co.<br>Chesterfields | | ABC | Newell-Emmett |
| Football (Notre Dame) | Admiral Corp.<br>Radios, TV Sets, Appliances | | ABC | Cruttenden & Eger |
| Football (Pre Game Interviews) | Cargill, Inc., Nutrena Dog Food; Minneapolis Savings & Loan | Sports | KSTP-TV | Phil Bradley & Bruce B. Brewer |
| Football Preview | Pontiac<br>Cars | Studio | WPTZ | Harry Feigenbaum |
| Football (Redskins & Giants) | American Oil Co.<br>AMOCO Products | Remote | WMAL-TV | Joseph Katz |
| Football (U. of M. Games) | Oldsmobile, Div. of G. M.<br>Autos | Sports | WWJ | D. P. Brother |
| Football (Yankee Pro Games) | General Motors Chevrolet Div.<br>Chevrolet Cars | Remote | WABD | Campbell, Ewald |
| Ford Theater | Ford Motor Co.<br>Automobiles | Live | CBS | Kenyon & Eckhardt |
| Ford Theater | Ford Motor Co. | Film | WBKB | CBS |
| Fox Movietone Newsreel | Camel's Cigarettes | Newsreel | KSD-TV | NBC |
| Fun & Fables | Philco Distributing<br>TV Sets | Children's Show | WWJ | Wm. I. Denman, Inc. |
| Fur Fashions | Schlamps | Fashions | KSTP-TV | Direct |

## G

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| A Girl About Town | Bates Fabrics<br>Fabrics | | NBC | James P. Sawyer |
| Going Places | Heinel Motors<br>Auto Products | Film | WPTZ | Welsh Advertising |
| Golden Gloves | Perman Stone Corp.<br>Building Material | Sports | WTMJ | Direct |
| Golden Gloves Finals | Fay-San Distributors, Inc. | Boxing | WBEN-TV | Bowman & Block |
| Grandstand Quarterback | R. Cooper, Jr.<br>GE Television Sets | Remote | WGN-TV | Maxon |
| Greatest Fights of the Century | E. L. Cournand Co.<br>Walco Televue Lens | Film | CBS | Clayton |
| Greatest Fights of the Century | E. L. Cournand Co.<br>Walco Televue Lens | Film | DuMont | Clayton |
| Greatest Fights of the Century | E. L. Cournand Co.<br>Walco Televue Lens | | NBC | Clayton |
| Greatest Fights of the Century | Walco<br>Tele-Vue Lens | Film | WENR-TV | Clayton |
| Guest Register | Philco Dealers | Rush Hughes Interviews | KSD-TV | Marjorie Wilten |

## H

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|---|---|---|---|---|
| Bump Hadley Pitching | Phillips-Jones | Live | WBZ | Grey |
| Handy Man | Gimbel Bros.<br>Department Store | Studio | WPTZ | Direct |
| Harness Racing | Hyde Park Brewing Assn. | Remote | KSD-TV | Gardner |
| Harness Racing | Gunther Brewing Co.<br>Beer | Sports | WNBW | W. Wallace Orr |
| Here Comes the Circus | Sattlers | Remote | WBEN-TV | Roizen |
| Hockey | General Electric Corp.<br>TV Equipment | Sports | KSTP-TV | Direct |
| Hockey Games | General Electric Supply Co. | Remote | WBEN-TV | Bowman & Block |
| Hockey | Allen B. DuMont Labs | Hockey | WTTG | Direct |
| Hockey | Norge Div. of Borg Warner<br>Appliances | Sports | WWJ | Campbell Ewald |
| Hockey (N. Y. Rangers) | Schaefer Brewing Co.<br>Beer | Sports | WPIX | B. B. D. & O. |

| | | | | |
|---|---|---|---|---|
| Hockey (N. Y. Rovers) | **Sunset Stores, Inc.**<br>Electrical Appliances | Sports | WPIX | Direct |
| Hockey (Red Wings) | **Household Finance Corp.**<br>Loans | Sports | WWJ | LeValley, Inc. |
| Hoffman Huddle | **Hoffman Radio Co.**<br>Radios, Phonographs, TV Sets | Sports | KFI-TV | Dan B. Miner |
| Holiday Star Revue | **Elgin American**<br>Compacts, Cig. Lighters, etc. | | ABC | Weiss & Geller |
| Homemaker's Matinee | **Pierce-Phelps Distributors** | Live | WCAU-TV | Robert Enders |
| Homes of 1948 | **The Hecht Co.**<br>Department Store | Variety | WNBW | Harwood Martin |
| Homes of 1948 | **P. J. Nee**<br>Furniture | Variety | WNBW | Harwood Martin |
| Homes of 1948 | **Manning Modern**<br>Furniture | Variety | WNBW | Kronstadt |
| Homes of 1948 | **Mazor Masterpieces**<br>Furniture | Variety | WNBW | Kronstadt |
| Horse Racing (Belmont) | **Gillette Safety Razor Co.**<br>Safety Razors, Blades | Remote | CBS | Maxon, Inc. |
| Horse Racing (Ky. Derby) | **Gillette Safety Razor Co.**<br>Safety Razors, Blades | Remote | CBS | Maxon, Inc. |
| Horse Racing (Preakness) | **Gillette Safety Razor Co.**<br>Safety Razors, Blades | Remote | CBS | Maxon, Inc. |
| Hot Stove League | **Paul Schulte Motors**<br>Kaiser-Fraiser | Baseball Commentary | KSD-TV | Gordon Marshall Co. |
| House of Squibb | **E. R. Squibb**<br>Dental Products | Film | WPTZ | Direct |
| Howdy Doody | **Mason Confectionery Co.** | Live | NBC | Moore & Hamm |
| Howdy Doody | **Unique Mfg. Co.** | Live | NBC | Grant |
| Hyde Park Baseball | **Hyde Park Brewing Assn.** | Remote | KSD-TV | Gardner |

## I

| | | | | |
|---|---|---|---|---|
| Ice Capades | **Philco Dealers** | Remote | KSD-TV | Marjorie Wilten |
| Ice Hockey | **Harper Meggee**<br>Electrical Supply | Sports | KRSC-TV | Direct |
| Ice Hockey | **Stag Beer** | Remote | KSD-TV | Maxon |
| I'd Like to See | **Procter & Gamble Co.** | | NBC | Compton |

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| Illustrated News | Arcade Pontiac<br>Dealer | News | WNBW | Kal, Ehrlich & Merrick |
| Inquiring Fotographer | Spear & Co.<br>Furniture | Interviews | WPIX | Direct |
| INS Newsreel | W. Berman Co., Inc. | Film | WBEN-TV | Bowman & Block |
| Inside Hollywood | Academy Theaters<br>Theaters | Hollywood News | WWJ | Luckoff, Wayburn & Frankel |
| Institutional | The Austin Co. | Institutional Films | KSD-TV | Fuller, Smith & Ross |
| It's a Hit | Wright Motor Co. & Motorola Dealers | Quiz Show | KSD-TV | Westheimer |
| **J** | | | | |
| Junior Jamboree | RCA-Victor Dealers | Children's Variety Program | KSD-TV | J. Walter Thompson |
| Junior Jamboree | W. Bergman Co., Inc. | Studio | WBEN-TV | Bowman & Block |
| Junior Jamboree | RCA Victor Distributing<br>TV Sets | Children's Show | WWJ | J. Walter Thompson |
| Junior Jamboree | Ned's Auto Supply<br>Appliances | Children's Show | WWJ | Gerrish Albert |
| **K** | | | | |
| Kiddie Parade | Benson Music Co., & O'Brien Tele. Sales<br>General Electric Products | Live | WBKB | American National Video Prods. |
| Kid's Baseball Caravan | RCA Victor Distributing<br>TV Sets | Baseball | WWJ | J. Walter Thompson |
| Kitchen Carnival | Detroit Edison Co.<br>Public Utility | Homemaking | WWJ | Campbell Ewald Co. |
| Knickerbocker Show | Martin Davis Co.<br>Cameras | Live | WBKB | O'Neil, Larson & McMahon |
| Knickerbocker Show | Tulip Festival Farms<br>Flowers | Live | WBKB | Syldavis Products, Inc. |
| Kirk Knight Newcast | Detroit Edison Co.<br>Public Utility | Live Newscast | WWJ | Campbell Ewald Co. |
| Kirk Knight Newcast | Norge, Div. of Borg Warner<br>Appliances | Live Newscast | WWJ | Campbell Ewald |
| Alexander Korda | D. H. Holmes<br>Department Store | Drama (Film) | WXYZ | Direct |
| Korda Feature Film | E. B. Jones & Tower Grove Bank | Film Drama | KSD-TV | Mars |

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|---|---|---|---|---|
| Korda Feature Film | W. Bergman Co., Inc. | Film | WBEN-TV | Bowman & Block |
| Kraft Television Theater | Kraft Foods<br>All Products | | NBC | J. Walter Thompson |
| Kulka, Fran & Ollie | RCA Victor | Live | WBKB | Direct |

## L

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|---|---|---|---|---|
| Laughter On Records | Walter B. Lloyd<br>Admiral Dealer | Live | KDYL | Atkins & Gilbert |
| The Laytons | Corning Glass Works<br>Glass Products | Live | DuMont | Direct |
| Leaders in Industry | Reynolds & Co.<br>Investment Brokers | Studio | WPTZ | Philip Klein |
| Let's Dance | Arthur Murray<br>Dance Studio | Live | KDYL | Gordon Crowe |
| Let's Have Fun | Lit Bros.<br>Department Store | Live | WCAU-TV | Direct |
| Let's Learn to Dance | George's Radio & TV Co.<br>Philco | Variety | WNBW | Robert J. Enders |
| Let's Look at the News | Taylor Mfg. Co.<br>Tile | News | WTMJ | Direct |
| Little Otto | Pure Oil Co. | Live | WBKB | Leo Burnett |
| Vincent Lopez | Teldisco, Inc.<br>TV, Radio Sets, Equipment | Live | WABD | Green-Brodie |

## M

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|---|---|---|---|---|
| Madhatters | George F. Stein Brewery | Novelty Band | WBEN-TV | H. J. Weil |
| Madison Sq. Gdn. Events | R. J. Reynolds Tobacco Co. | Remote | CBS | William Esty |
| Madison Sq. Gdn. Events | Ford Motor Co. | Remote | WCBS-TV | J. Walter Thompson |
| Madison Sq. Gdn. Events | General Foods Corp. | Remote | WCBS-TV | Benton & Bowles |
| Madison Sq. Gdn. Events | Knox the Hatter | Remote | WCBS-TV | Geyer, Newell & Ganger |
| Dick Mansfield Show | Thompson's Dairy<br>Dairy Products | Safety Cartoonist | WMAL-TV | Lewis Edwin Ryan |
| Mary, Kay & Johnny | Whitehall Pharmacal Co. | | NBC | Dancer-Fitzgerald-Sample |
| Meet the People | Sam's, Inc.<br>Department Store | Man on Street | WWJ | Stockwell & Marcuse |
| Messing's Prize Party | Messing Bakers | Live | WCBS-TV | Blaine-Thompson |
| Midget Boxing | Reed Candy Co. | Live | WBKB | Hill Blackett |

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| The Missus Goes A-Shopping | B. T. Babbitt, Inc. | Live | WCBS-TV | Duane Jones |
| The Missus Goes A-Shopping | Coburn Farm Products | Live | WCBS-TV | Modern Merchandising Bureau |
| The Missus Goes A-Shopping | Manhattan Soap | Live | WCBS-TV | Duane Jones |
| The Missus Goes A-Shopping | C. F. Mueller Co. | Live | WCBS-TV | Duane Jones |
| The Mrs. Goes Golfing | Philco Dealers | Comedy | KSD-TV | Marjorie Wilten |
| Tom Mix | Leaf Gum Co. | Film | WBKB | Turner |
| Modern Food Magic | Butler Bros. for International Harvester | Dramatic | KSD-TV | Direct |
| Modern Living—American Plan | American Stores Co. | Live | WCAU-TV | Direct |
| Movie of the Week | Stravell-Paterson<br>Philco Distributors | Film | KDYL | Direct |
| Mummers Parade | N. Snellenburg<br>Department Store | Remote | WPTZ | Solis S. Cantor |
| Music for Michigan | Detroit Edison Co.<br>Public Utility | Music | WWJ | Campbell Ewald Co. |
| Music Shoppe | Lubar Radio & Appliance<br>Capehart | Musical | WNBW | Alvin Epstein |

## N

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|---|---|---|---|---|
| Name You Can Trust in Rubber & Where Safety Starts | William Sherry Tire Co, Inc.<br>Tires | Film & Slides | WRGB | Direct |
| National Sports Gallery | First National Bank | Film | WBZ | B. B. D. & O. |
| Naturally Yours Film | Lambert Pharmacal Co.<br>Shampoo | Women's | WWJ | Lambert & Feasley |
| Nature of Things | Motorola<br>Automobile Radios | | NBC | Gourfain-Cobb |
| NBC Newsreel | General Electric Co. | Newsreel | KSD-TV | NBC |
| NBC Newsreel | General Electric Co.<br>All Products | | NBC | Maxon |
| NBC Newsreel | General Motors<br>Automobiles | | NBC | D. P. Brother |
| NBC TV Newsreel | Bluebonnet Beer | News | WBAP-TV | Grant |

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|---|---|---|---|---|
| NBC Newsreel | George's Radio & TV Co.<br>Philco | News | WNBW | Robert J. Enders |
| NBC News Review of the Week | Disney Hats<br>Men's Hats | | NBC | Grey |
| NBC Washington Newsreel | Raleigh Haberdasher<br>Clothier | News | WNBW | Henry J. Kaufman |
| Needle Shop | Martin Fabrics Co. | Live | WABD | Alley & Richards |
| The Needle Shop | Martin Fabrics<br>Velvet Cloth | Live | WABD | Alley & Richards |
| News | Wm. Cammeron Company<br>Retail Lumber | News | WBAP-TV | Direct |
| News | Camel Cigarettes<br>Tobacco | | WSPD | NBC |
| News | Cook County Motors<br>New Cars | Film | | Malcolm-Howard |
| News | General Electric<br>Electric Appliances | | WSPD | NBC |
| News | Disney Hats<br>Hats | | WSPD | NBC |
| News in Pictures | Adam Meldrum & Anderson | Studio | WBEN-TV | Direct |
| News in Pictures | Kobacker's Department Store | Studio | WBEN-TV | Bowman & Block |
| News Program | L. C. Worman | News | WSPD | Direct |
| Newsreel | DuMont<br>Television Sets | Film | WFIL-TV | Buchanan |
| Newsreel | Lee Hat Co.<br>Disney Hats | Film | WBKB | Grey |
| Newsreel | Bendix Aviation | Film | WGN-TV | MacManus, John & Adams |
| Newsreel | Commonwealth Edison<br>Utilities | Film | WGN-TV | J. R. Pershall |
| News Roundup | Peake Motor Co.<br>DeSoto-Plymouth Dealer | News | WNBW | Henry J. Kaufman |
| News Tape | Howard Johnson | News Tape | WBZ | Chambers & Wiswell |
| News Tape | United Distributors | News Tape | WBZ | Copley |
| Nancy Niland | W. S. Peace<br>Real Estate | Live | WCAU-TV | Direct |
| Now I'll Tell One | Turner Brothers<br>Retail Clothes | Live | WBKB | Guenther-Bradford |
| Nu Way Cooking School | Danahy-Faxon Stores | Remote | WBEN-TV | Direct |

## O

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| Off the Record | George's Radio & TV Co.<br>Philco | Musical | WNBW | Robert J. Enders |
| Okay Mother | Sterling Drugs<br>Various Products | Live | WABD | Knox Reeves |
| Olympic Films | Chevrolet<br>Div. of G. M. Autos | Sports | WWJ | Campbell Ewald Co. |
| Olympic Games | General Petroleum | Sports | KTSL | West-Marquis |
| On the Corner with Henry Morgan | Admiral Corp.<br>Radios, TV Sets, Appliances | | ABC | Robert J. Enders |
| On the Job | Snappy Men's Shop<br>Men's Clothing | Live | WRGB | Direct |
| Outdoors in Louisiana | Jackson Brewery<br>JAX Beer | Field & Stream Sports | WXYZ | Winius-Drescher-Brandon, Inc. |
| Open House | Corn Exchange National Bank | Studio | WPTZ | Direct |
| Open House | RCA Victor Distributing<br>TV Sets | Variety | WWJ | J. Walter Thompson |
| On Wings of Thought | George's Radio<br>Electric Appliances | Variety | WMAL-TV | Robert J. Enders |
| The Original Amateur Hour | P. Lorillard Co.<br>Old Gold Cigarettes | Live | DuMont | Lennen & Mitchell |
| Outstanding Women | William Weisburg Sons<br>Furs | Studio | WPTZ | Philip Klein |

## P

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|---|---|---|---|---|
| Packer Previews | Broadway House of Music<br>TV Sets | Interview | WTMJ | Cramer-Krasselt |
| Page Printer News | Webster Motor Sales, Inc.<br>Ford Cars | Printed News & Slides | WRGB | Direct |
| Page Printer News | Colonial Ice Cream Co.<br>Dairy Products | Printed News & Slides | WRGB | Direct |
| Paris Cavalcade of Fashion | Lichterman<br>Furs | Film | WPTZ | Fein & Schwerin |
| Party Game | Mennen Co. | Live | WCBS-TV | Duane Jones |
| Personality Show | Blue Suds | Live | WFIL-TV | Clements |

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|---|---|---|---|---|
| Philco Playhouse | Columbia Wholesalers<br>Philco Products | Film | WMAL-TV | Kal, Erlich & Merrick |
| Philco Teletalent | Roycraft Co.<br>Philco Distributor | Amateur Talent | KSTP-TV | Melamed Hobbs |
| Philco Television Playhouse | Philco Corp.<br>Radios, TV Sets, Record Players | | NBC | Hutchins |
| Philco Touchdown | Philco—Vim Electric<br>Radios, TV Sets | | NBC | Hutchins |
| Philco Variety Premiere | Philco Corp.<br>Radios, TV Sets, Appliances | | ABC | Hutchins |
| Piano Portraits | Anheuser-Busch<br>Budweiser Beer | Russ David, Pianist | KSD-TV | D'Arcy |
| Pictorial News | Havens Electric Co.<br>Electrical Appliances | Pictures with Live Comment | WRGB | Direct |
| Picture This | Vick Chemical Co. | | NBC | Morse International |
| Pigskin Parade | Southern Brick Co.<br>Building Materials | Sports | WTVR | Direct |
| Player of the Day | Goodall Clothing | Remote | WGN-TV | R. & R. |
| Players of the Day | Sunbeam Shavemaster | Remote | WGN-TV | Perrin & Paus |
| Polo Games | Kuesel Coal Co. | Sports | WTMJ | Direct |
| Power's School of Charm | Philco Distributing<br>TV Sets | Women's Show | WWJ | Wm. I. Denman, Inc. |
| Prime Ribbing | L. K. Ward Stores<br>Freezers | Quiz | KTSL | E. S. Kellogg |

## Q

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|---|---|---|---|---|
| Quarterback Quiz | Mennen Co. | Live | WCBS-TV | Duane Jones |
| Quick on the Draw | Erwin Chevrolet<br>Cars | Studio | WPTZ | Gray & Roberts |
| Quizdom Class | Alexander's<br>Dept. Store | | WJZ-TV | William Warren |
| Quizette | Russo's Appliance Co.<br>TV Receivers | Live & Slides | WRGB | Nolan & Twitchell |

## R

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|---|---|---|---|---|
| Races | Old Country Trotting Assn. | Remote | WABD | B. B. & O. |
| Record Rendezvous | Frost Refrigerators<br>Electrical Appliances, TV Sets | Musical Variety | WPIX | Borough |

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| Record Rendezvous | Participating (4 Sponsors) | Musical | WPIX | Various |
| Road Show | Gulf Oil Corp<br>Gasoline, Oil | | NBC | Young & Rubicam |
| Roar of the Rails | A. C. Gilbert Co.<br>Toy Electric Trains | | CBS | Charles W. Hoyt |
| Roblee Fanfare (Baseball & Football) | Brown Shoe Co.<br>Roblee Shoes for Men | Remote | WABD | Leo Burnett |
| Rodeo | William Wrigley, Jr. & Co.<br>Spearmint | Remote | CBS | Ruthrauff & Ryan |
| Roundy's Football Forecast | Murray's Restaurant | Football Predictions | KSTP-TV | Fadell |
| Roving Camera | Anheuser-Busch<br>Budweiser Beer | Film | KSD-TV | D'Arcy |
| Royal Winter Fair | Canadian General Electric | Film | WBEN-TV | Direct |

## S

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|---|---|---|---|---|
| Salute to Industry | Marine National Bank | Educational | WTMJ | Cramer-Krasselt |
| Salute to Youth | Filene's Dept. Store | Interview | WBZ | L. B. Hawes |
| Santa Claus | Sears-Roebuck Co. | Children's Program | KSD-TV | Westheimer |
| Scoreboard | Local Loan Co. | Studio | WGN-TV | Van Hecker |
| Scoreboard | Nelson Bros.<br>Furniture | Studio | WGN-TV | George Hartman |
| Scoreboard | William Hahn & Co.<br>Shoes | Sports | WNBW | Henry J. Kaufman |
| Scoreboard | Ford Dealers | Sports | WSB | J. Walter Thompson |
| Second Guesser | National Plywoods, Inc.<br>Amerwood | Live | WENR-TV | MacDonald-Cook |
| Stan Shaw | Teldisco, Inc.<br>TV, Radio Sets & Equipment | Live | WABD | Green-Brodie |
| Shawmut Daily Newsteller | National Shawmut Bank | Film | WBZ | Doremus |
| Shawmut Home Theater | National Shawmut Bank | Films | WBZ | Doremus Co. |
| Shawmut Review | National Shawmut Bank | Co-op News Films | WBZ | Doremus Co. |
| Shoe Fashions | Brown Shoe Co. | Studio Fashion Show | KSD-TV | Leo Burnett & Co. |
| Shoppers Guide | Participating Prog. (35 Sponsors) | Studio | WBEN-TV | |
| Sitting Pretty | Peirce-Phelps<br>Appliances | Studio | WPTZ | Adrian Bauer |

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|---|---|---|---|---|
| Sketchbook | J. L. Hudson Co.<br>Department Store | Variety | WWJ | Wolfe Jickling Dow & Conkey |
| Ski Show | Wolfe Sporting Goods | Live | KDYL | George Baker |
| Small Fry | Fischer Baker Co.<br>Bread | Live | WABD | Scheck |
| Small Fry | General Foods | Live & Film | WABD | Benton & Bowles |
| Small Fry | Whitehall Pharmacal Co.<br>Kolynos Toothpaste | Live | WABD | Dancer-Fitzgerald-Sample |
| Softball | Donaldson Jones<br>Jewelry | Remote | KDYL | Direct |
| Softball | Pinney Beverage | Remote | KDYL | Direct |
| Spare Room | Tifford Furniture & Appliance | Live | WABD | H. C. Morris |
| Sparkling Time | Pepsi Cola<br>Evervess | Live | WGN-TV | Presba-Feller & Presba |
| Sport Names to Remember | Austin Nichols & Co.<br>Wine | Slides & Announcer | WABD | Alfred Lilly |
| Sports Ace | Cunningham's Drug Stores<br>Drugs | Sports | WWJ | Simons-Michelson |
| Sports Album | Dowd Sporting Goods Co. | Film | KSD-TV | Direct |
| The Sports Album | Magnus Beck Jewelry | Film | WBEN-TV | Moss-Chase |
| Sports Album | F. & M. Shaefer Brewing Co. | Remote | WCBS-TV | B. B. D. & O. |
| Sports Album | Dodge Div. of Chrysler Corp.<br>Autos | | WJZ-TV | Ruthrauff & Ryan |
| Sports Album | Schmidt Brewing Co.<br>Beer | Sports | WWJ | Simons Michelson |
| Sports Events | Main Line Distributor Co.<br>RCA TV Sets | Sports | WSPD | Direct |
| Sports News | H. Seeberg, Inc. | Live | WBEN-TV | Greenfield Lippman |
| Sports Previews | Skillern's Drug<br>Retail Drug | Sports | WBAP-TV | Grant |
| Sports Program | Posmanturs | Interviews | WBEN-TV | H. J. Weil |
| Sports Program | George F. Stein Brewery | Interviews | WBEN-TV | H. J. Weil |
| Sports Roundup | E. W. Edwards & Son | Live | WBEN-TV | Direct |
| Sports Roundup | Plankington Packing Co.<br>Meats | Sports | WTMJ | Cramer-Krasselt |
| Sports Scrapbook | Wm. Gretz Brewing Co.<br>Beer | Studio | WPTZ | Seeberhager, Inc |

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| Sports Thrills | Manhattan Auto & Radio<br>Motorola | Sports | WNBW | Henry J. Kaufman |
| Sports Window | B. F. Goodrich<br>Tires, Appliances | Live | KDYL | Hickox & Donahue |
| The Sportsman | Ennis Motors, Inc.<br>Used Cars | Sports | WTMJ | Direct |
| Sportsman's Corner | Peter Fox Brewing Co. | Live | WGN-TV | H. W. Kastor |
| The Sportsman's Quiz | Edgeworth Tobacco | | CBS | Warwick & Legler |
| Sportsman's Quiz | Sports A-Field Pub. Co.<br>Publication | | CBS | Warwick & Legler |
| Sportsmen's Show | U. S. Rubber Co.<br>Tires | | CBS | Campbell-Ewald |
| Sportsman's Show | Barbey's, Inc.<br>Beer | Studio | WPTZ | Gray & Rogers |
| Squash Match | Hahn Lutz Motor Sales<br>Autos | Sports | WWJ | Wm. I. Denman, Inc. |
| Stars Are Bright | Comfort Bedding Mfg. Co. | Quiz | KTTV | Milton Weinberg |
| Stars of Tomorrow | Rubin's, Inc.<br>Clothing | Remote | WGN-TV | Malcolm-Howard |
| Ted Steele | General Mills | Live | WABD | Dancer-Fitzgerald-Sample |
| Ted Steele | Teldisco, Inc.<br>TV, Radio Sets, Equipment | Live | WABD | Green-Brodie |
| Stop Me If You've Heard This One | Davega<br>Sporting Goods | | NBC | Alfred J. Silverstein, Bert Goldsmith |
| Stop Me If You've Heard This One | George's Radio & TV Co.<br>Philco | Variety | WNBW | Robert J. Enders |
| Stop the Clock | Elliot Lewis Corp. | Live | WCAU-TV | Joseph Lowenthal |
| Stop the Clock | Snellenburgs Dept. Store | Live | WCAU-TV | Joseph Lowenthal |
| The Street Singer | George's Radio & TV Co.<br>Philco | Musical | WNBW | Robert J. Enders |
| Stripling Show | W. C. Stripling Co.<br>Department Store | Films | WBAP-TV | Howard Caraway |
| Stump the Artist | John F. Daly, Inc.<br>Ford Dealer | Live | WCAU-TV | E. L. Brown |
| Styles in Song | Albany Television Headquarters<br>TV Receivers | Live | WRGB | Argos Adv. Agency |

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|---|---|---|---|---|
| Sunday Night Feature Film | George's Radio & TV Co.<br>Philco | Film | WNBW | Robert J. Enders |
| Sunset Valley Barn Dance | F. C. Hayer<br>RCA-Victor Products | American Folk Music | KSTP-TV | Direct |
| Gloria Swanson Hour | A. S. Beck<br>Shoes | Women's | WPIX | Dorland |
| Swap Shop | Jacques Kreisler<br>Jewelry | Live | WFIL-TV | Grey |
| The Swift Show | Swift & Co. | | NBC | McCann-Erickson |

## T

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|---|---|---|---|---|
| Talent Show | Harry Krouse<br>Studebaker | Live | WFIL-TV | Taubman |
| Talent Scouts | Lipton Tea Co.<br>Tea, Noodle Soup | Live | CBS | Young & Rubicam |
| Tales of the Red Caboose | Lionel Corp.<br>Model Trains | | ABC | Reiss |
| Tawny L. | Mary Lewis, Inc.<br>Fashion Shops | Teenage | WPIX | Flint |
| Teen Bar | Pepsi Cola Bottlers of St. Louis | Musical Variety for Teenagers | KSD-TV | Jim Daugherty |
| Telecharades Preview | Erie Clothing Co. | Live | WBKB | Gourfain-Cobb |
| Telefilm Snapshots | Glen Earl<br>RCA Distributor | Film | KDYL | George Baker |
| Telefoto News | Schuneman's, Inc.<br>Department Store | Local News Film | KSTP-TV | Direct |
| Tele-Kiddie Club | Wilderotter & Co. | Live | WATV | Scheer Adv. |
| Tele-News | Chevrolet Dealers | Newsreel | KSD-TV | Campbell-Ewald |
| Telenews | Kierulff & Co.<br>Motorola | Newsreel | KTSL | W. B. Ross |
| Telenews | Babee Tenda Distributing Co. | Film | WBEN-TV | Bowman & Block |
| Telenews | Buffalo Electric Co. | Film | WBEN-TV | Bowman & Block |
| Telenews | Martino Radio Service | Film | WBEN-TV | Bowman & Block |
| Telenews | General Motors Corp.<br>Chevrolet | Film | WBKB | Campbell-Ewald |
| Telenews | Chevrolet | News | WTTC | Campbell-Ewald |
| Telenews Daily | Frederick & Nelson<br>Department Store | News | KRSC-TV | Direct |

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| Telenews Digest | Kopf Motor Sales Co.<br>Chevrolet Car Dealer | News | WSPD | Direct |
| Telenews Digest | Lownsburg Chevrolet Co.<br>Chevrolet Car Dealer | News | WSPD | Direct |
| Telenews Digest | Weissenberger, Carl F., Inc.<br>Chevrolet Car Dealer | News | WSPD | Direct |
| Telenews Digest | White, Jim, Chevrolet Co.<br>Chevrolet Car Dealer | News | WSPD | Direct |
| Telenews Digest | Gimbel Bros., Inc.<br>Department Store | Newsreel | WTMJ | Direct |
| Telenews Film | Chevrolet | Film | WFIL-TV | Campbell-Ewald |
| Telenews Weekly | Chevrolet<br>Div. of G. M. Autos | News | WWJ | Campbell-Ewald |
| Tele-Quiz-Calls | Union Electric Co. | Quiz & Charades | KSD-TV | Gardner |
| Telesports | Gunther Brewing Co.<br>Beer | Sports | WNBW | W. Wallace Orr |
| Television Talent Test | Packard-Bell Co.<br>Radio, Phonographs, TV Sets | Variety | KFI-TV | Abbott-Kimball |
| Television Tenn Town | Stewart-Warner Dealers | Musical Variety | KSD-TV | Direct |
| Televising Television | Austin Co.<br>Engineers | Film | WNBW | Fuller Smith & Ross |
| Televising Television | Austin Co. | Film | WSB | Fuller Smith & Ross |
| Television Matinee | Philadelphia Electric Co.<br>Appliances | Studio | WPTZ | Direct |
| Television Matinee | Philco Distributing<br>TV Sets | Women's Show | WWJ | Wm. I. Denman, Inc. |
| Television Party | Grinnell's Music Shop<br>Radios, Records, etc. | Variety | WWJ | Simons-Michelson |
| TV Playhouse | Philco | | WSPD | Wm. Denman |
| Television Televised | Austin Engineering | Documentary | KTSL | Fuller Smith & Ross |
| Television Televised | The Austin Co.<br>TV Station Engrs. | Film | WABD | Fuller Smith & Ross |
| Television Televised | Austin Co. | Architectural Films | WBZ | Fuller Smith & Ross |
| Television Televised | The Austin Company<br>Industrial Architects | Film | WRGB | Fuller Smith & Ross |
| Television Televised | Austin Company<br>Builders | TV Film | WWJ | Fuller Smith & Ross |

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|---|---|---|---|---|
| Television Theater | Philco Distributing<br>TV Sets | Feature Film | WWJ | Wm. I. Denman, Inc. |
| Television Varieties | W. Bergman Co., Inc. | Studio | WBEN-TV | Direct |
| 10-Min. News Program | Andrea Radio Corp.<br>Radio & TV Equip. | Live | WABD | Royal de Guzman |
| Test Pattern | Jackson Brewery<br>JAX Beer | Test Pattern | WXYZ | Winius-Drescher-Brandon, Inc. |
| Texaco Star Theater | The Texas Co.<br>Gasoline, Oil | Live | NBC | Kudner |
| Texas News | Bluebonnet Beer | News | WBAP-TV | Grant |
| Texas News | Burlington Lines (FW&DC)<br>Transportation | News | WBAP-TV | James McBride |
| Texas News | Nicholson-Jones Motor Co.<br>Lincoln-Mercury Cars | News | WBAP-TV | James McBride |
| Texas News | Texas Electric Service<br>Public Utility | News | WBAP-TV | Direct |
| 13 Stake Races | Local Chevrolet Dealers of N. Y. | Remote | WCBS-TV | Campbell-Ewald |
| This Is Drum Point | Drum Point Corp. | Documentary Film | WTTG | Art Ads Adv. Agency |
| This Is Television | Austin Company | Documentary Film | WTTG | Fuller Smith & Ross, Inc. |
| Those Keen Teens | Taylor Electric Co.<br>Records | Variety | WTMJ | Gux Marx |
| Toast of the Town | Emerson Radio & Phonograph<br>Radios, TV Sets, Phonographs | | CBS | Blaine-Thompson |
| Today's Headlines | Participating (9 Sponsors) | Film | WPTZ | Various Agencies |
| Tom & Jerry | Lincoln-Mercury Dealers | Comedy | KSD-TV | Western Press |
| Tomorrow's Celebrities | Matusek Academy of Music | Live | WENR-TV | Lazarus |
| Tonight On Broadway | American Tobacco Co. | | CBS | Foote, Cone & Belding |
| Tots, Tweens & Teens | R. H. Macy & Co.<br>Clothes | Live | WABD | Manning |
| Touchdown | Southeast Furniture | Film | KDYL | Harris |
| Touchdown | Philco Dealers | Film | KSD-TV | Marjorie Wilten |
| Touchdown | Roycraft Co.<br>Philco Distributor | Football Highlights | KSTP-TV | Melamed Hobbs |
| Touchdown | Star Outfitting Co.<br>Philco | Football | KTSL | Noble |
| Touchdown | Philco Distributors | Film | WBKB | Direct |

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| Touchdown | Joseph M. Zamoiski Co.<br>Philco | Sports | WNBW | Kal, Ehrlich & Merrick |
| Touchdown | Philco Distributor<br>Radios | Film | WPTZ | Julian Pollock |
| Touchdown | King Hardware Co. | Film | WSB | Direct |
| Touchdown | Ed Schuster & Co.<br>Department Store | Sports | WTMJ | Cramer-Krasselt |
| Touchdown | Commonwealth Sales Corp.<br>Philco TV Sets | Sports | WTVR | Direct |
| Touchdown Film | Ned's Auto Supply<br>Appliances | Sports | WWJ | Gerrish Albert |
| Touchdown Film | Philco Distributing<br>TV Sets | Sports | WWJ | Wm. I. Denman, Inc. |
| Touchdown Highlights | Ellison Furniture Co. | Sports | WBAP-TV | Direct |
| Touchdown Time | Philco | Sports | WSPD | Wm. Denman |
| Touchdown Tips | Empire State Distributors<br>TV Receivers | Film & ET | WRGB | G. R. Nelson, Inc. |
| Touchdown Topics | Grady Motors | Sports Interviews | WMAL-TV | Harwood Martin |
| Training Camp Film | Philco Distributing<br>TV Sets | Baseball | WWJ | Wm. I. Denman, Inc. |
| Travelogues | U. S. Tire Service<br>Rubber Products | Film | WPTZ | Direct |
| Trotting Races | Victor & Company | Remote | WBEN-TV | Bowman & Block |
| 20-Min. Telenews | General Motor Corp., Chevrolet Div.<br>Chevrolet Cars | Film | WABD | Campbell-Ewald |
| Two Ton Baker Party | Sparks-Withington<br>Appliances | Live | WGN-TV | Brooke, Smith, French & Dorrance |
| **U** | | | | |
| Uncle Mistletoe | Marshall Field & Co. | Live | WENR-TV | Foote, Cone & Belding |
| Under the Basket | King Packard Sales | Interview | WTMJ | Rahn-Chlupp |
| **V** | | | | |
| Varga Fashion Show | Varga Fashions | Fashions | WATV | G. G. Felt |
| Variety Show | Dearborn Motors Corp.<br>Autos | Variety | WWJ | Direct |
| RC Victor Varieties | Southern Wholesalers<br>RCA | Variety | WNBW | Henry J. Kaufman |

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|---|---|---|---|---|
| Warrior of the Week | Reliable Motors | Live | WFIL-TV | Feigenbaum |
| Washington Capitols | National Brewing Co. | Sports | WTTG | Owen & Chappell |
| Washington Senators | Chesterfield | Baseball | WTTG | Newell-Emmett |
| Washington Senators | Ford Motor Co. | Sports | WTTG | J. Walter Thompson |
| Weather Man | Buten Paints | Studio | WPTZ | Philip Klein |
| Weather Report | Napier & Scott<br>Fuel Dealer | Weather | KRSC-TV | Advertising Counselor |
| Weather Show | Confort Products<br>Household Products | Studio | WPTZ | C. A. White, Jr. |
| Weekly News Roundup | H. G. Hill<br>Grocery | News | WXYZ | Fitzgerald |
| Welcome Aboard | Admiral Radio Corp.<br>Radios, TV Sets, Appliances | | NBC | Cruttenden & Eger |
| We, the People | Gulf Oil Corp.<br>Gasoline, Oil | | CBS | Young & Rubicam |
| Western Films | Fisher Baking Co. | Film | WATV | Scheck Adv. |
| What's New in the Stores | Sanforized Div. of Cluett Peabody | Commentary with Live Models | KSD-TV | Young & Rubicam |
| Wild Life Program | Wild Life Mgmt. Inst. | Discussions | KSD-TV | Direct |
| Winter Olympic Games | Chevrolet Motor Co. | Film | KSD-TV | Campbell-Ewald |
| Wit's End | Mort Farr<br>Electrical Appliancees | Live | WCAU-TV | Ed Shapiro |
| Bob Wolff Sports Clinic | Southern Venetian Blind Co. | Sports | WTTG | Direct |
| Woody Willow | Foremost Dairies | Puppets | WSB | Newman Lynde |
| Woodward, Miss Rebecca | Adv. Service | Soprano Soloist | KSD-TV | Ross |
| World Series Film | Liggett & Myers<br>Chesterfield Cigarettes | Film | WABD | Newell-Emmett |
| World Series Previews | Paul Schulte Motors<br>Kaiser-Fraiser | Interviews & Commentary | KSD-TV | Gordon-Marshall |
| World Series Previews | George's Radio & TV Co.<br>Philco | Sports | WNBW | Robert J. Enders |
| World Series Reviews | George's Radio & TV Co.<br>Philco | Sports | WNBW | Robert J. Enders |
| Wrestling | Glenn Earl, RCA Distb.; Pullman Trailers; Walter B. Lloyd, Admiral | Remote | KDYL | George Baker |

| TITLE | SPONSOR-PRODUCT | TYPE | STATION | ADVERTISING AGENCY |
|---|---|---|---|---|
| Wrestling | Falstaff Brewing Corp, | Remote | KSD-TV | Dancer-Fitzgerald-Sample |
| Wrestling | Hyde Park Brewing Assn. | Remote | KSD-TV | Gardner |
| Wrestling | American Shops, Inc.<br>Men's Suits | Remote | WABD | William N. Schoor |
| Wrestling | Great Gadgets Co.<br>Pocket Pro. | Remote | WABD | Piedmont |
| Wrestling | Pioneer Scientific Corp.<br>Polaroid TV Filter | Remote | WABD | Cayton |
| Wrestling | Southern Select Beer | Sports | WBAP-TV | Ruthrauff & Ryan |
| Wrestling | George F. Stein Brewery | Remote | WBEN-TV | H. J. Weil |
| Wrestling | Victor & Co. | Remote | WBEN-TV | Bowman & Block |
| Wrestling | Harry Alter Co.<br>Crosley Products | Remote—Live | WBKB | Malcolm-Howard |
| Wrestling | Hudson Dealers of Greater Chicago | Remote—Live | WBKB | Malcolm-Howard |
| Wrestling | Atlantic Brewing Co. | Remote | WGN-TV | W. B. Burnett |
| Wrestling | General Electric Supply Corp. | Remote | WMAL-TV | M. Belmont Ver Standig |
| Wrestling | A. Gettelman Brewing Co.<br>Beer | Sports | WTMJ | Scott, Inc. |
| Wrestling | Ross Co., Inc. | Sports | WTTG | Mellor and Wallace |
| Wrestling | Ford Motor Co. | Sports | WWJ | J. Walter Thompson |
| Wrestling (Ridgewood) | Ripley Clothes<br>Men's Wear | Sports | WPIX | Bobley |
| Wrestling, St. Nicholas Arena | Trommers<br>Beer, Ale | Remote | WNBT | Federal |
| Write Your Way | Esterbrook Pens | Studio | WPTZ | Aitkin-Kynett |

## Y

| | | | | |
|---|---|---|---|---|
| Yesterday's Headlines | Abbott's Dairy<br>Ice Cream | Film | WCAU-TV | Richard A. Foley |
| Yesterday's Newsreel | L. Lewis Cigar Mfg. Co. | Film | WCBS-TV | Lewis Adv. |
| You Name It | Lacy's<br>Motorola | Quiz | WNBW | Henry J. Kaufman |
| Your New York | Participating (40 Sponsors) | Newsreel | WPIX | N. Y. News |
| Your Weatherman in Person | General Electric<br>All Products | Weather | WNBW | M. Belmont Ver Standig |

# TELEVISION HIGHLIGHTS—1948

***(From the Files of RADIO DAILY)***

## *JANUARY*

3—Full page ads in 37 newspapers in 18 television cities announced NBC's plan to create a coast-to-coast television network, centering around three "regional" webs, one of which is currently in existence. The same ad predicts the employment of a quarter-million people in tele manufacturing and broadcasting "within a few years."

7—Expansion of Television in its first "boom year" gets off to a strong start during this, the initial year of 1948, with six new stations expected to begin operations before the end of January to add to the 16 now in commercial operation.

12—After a lull of a few months, the television "bandwagon" speeded up at the weekend, with eleven more applicants climbing aboard —the largest group in a long time. Not since the rush, following the end of the war, have television applications poured into the FCC at such rapid rate.

21—In a move designed to carry out a tentative agreement between the United States and Canada, the FCC yesterday proposed changes in Television allocations in the areas close to the Canadian border.

23—Extensive plans for television coverage of the Republican and Democratic national conventions in Philadelphia next spring—video's most ambitious undertaking to date—are rapidly taking shape and expected to be in smooth operating shape well in advance of the first call to order.

27—The rapidly expanding television industry is a potential major market for films, and their use will be "unlimited" in the commercial and programming phases of the medium, broadcasters, agency execs and film reps were told yesterday at the video conference at the Hotel Commodore.

## *FEBRUARY*

2—ABC announced Friday accelerated plans for television operation in five cities before the end of this year, including the establishment of three preliminary regional chains which will form the nucleus of a later nation-wide network.

11—Television's sweeping development toward maturity in all phases in recent months has set the stage for what appears to be a hotly-contested race among the major transcription firms to enter video on a large scale by spring or late summer.

16—London—An experimental theater television service to six cinema palaces in the London area will be put into operation sometime this year, according to plans by the J. Arthur Rank Organization through its subsidiary, Cinema Television, Ltd.

24—The FCC has announced the temporary assignment of three high-frequency bands for television pickups, studio transmitter links and intercity video relay, at the same time refusing again to recognize a specific need for bands for theater tele.

27—Television rights will be an important stipulation of the 1948 Fair Practices Code now being set up between the Entertainment Managers Association and the American Guild of Variety Artists, it was disclosed yesterday.

## *MARCH*

10—Major networks' campaign to line up affiliates for their prospective video webs during the current year moves into high gear this month with both NBC and CBS holding confabs to mull future problems and agreements.

11—Official opening of WBAL-TV, Baltimore, today marks the first use of NBC's new temporary relay link between Philadelphia and that city, thus making it the first network with access to independent relay facilities between New York and Schenectady, Baltimore and Philadelphia.

15—Entire question as to whether or not television broadcasters may legally prohibit the use of their programs on movie screens will be explored by an organized group of independent theater owners Wednesday, and a test case to force the issue may be made to resolve the problem.

19—Television got the green light to use live music for the first time in history yesterday as the major networks and the American Federation of Musicians reached a "complete settlement" on all issues which have been in negotiation since last December.

24—A. T. & T.'s new rates for its coaxial cable and relay, scheduled to go into effect on May 1, will be filed with the FCC next week, it was announced yesterday by Bartlett T. Miller, veepee. Proposed rates will cost the broadcasters $35 a month per airline mile.

29—London—Expected flare-up between musicians and performers here and the BBC regarding television contracts has resulted in a ban on union members in the medium after May 31, it was announced last week after a joint meeting of Equity, Variety Artists Federation and the Musicians Union.

## APRIL

6—New York City Government is making an all-out effort to pave the way for TV expansion as one of the town's potentially greatest industries—and making certain TV won't go west the way films did 20 years ago.

13—Hitherto unexplored facet of television's ability to do a public relations selling job will be tested for the first time on a large scale by a major industrial organization tonight via a nine-city campaign undertaken by the Union Oil Company of Los Angeles, Calif.

16—FCC chairman Wayne Coy this week declared the television industry is currently "booming," and predicted that the present rate of its development will mean that over 400 stations will have been granted by the end of this year.

20—DuMont network is prepared to make its video fare available to motion picture theaters when and if film distributors reciprocate by providing the web use of feature pictures, Dr. Allen B. DuMont revealed yesterday.

23—Major set manufacturers, long nettled over continued price-cutting and other "malpractices" on part of dealers in eastern cities, and particularly New York where traffic is heaviest, have been forced to take the drastic step in recent weeks—outright withdrawal of franchises.

27—The TBA told the FCC over the week-end that television relay rates filed with the Commission this winter by AT&T are "discriminatory, excessive and unreasonable," and asked a hearing before the Commission on the schedule.

## MAY

8—FCC over the weekend proposed a new rule on the minimum time limit on the air for video stations patterned after suggestions filed by the Television Broadcasters Association in March. Exceptions are to be filed by May 28.

12—NBC and RKO-Pathe yesterday signed a five-year pact whereby the network leases three sound studios and an entire floor of office space in the film company's studio building at 106th Streeet and Park Avenue, in Manhattan. Pact gives NBC a total of five studios in N. Y. C. alone.

18—Video looms as a definite threat for theater box-office and its power to keep people at home more than ever is already reflected in curbed movie attendance, a survey made recently by Foote, Cone & Belding (N. Y.) revealed.

19—CBC board of governors announced yesterday its policy on television and emphasized that in view of the limited number of frequencies likely to be available, it will "exercise great care in recommendations regarding applications from individuals or private companies for television licenses."

25—FCC announced this week a new policy on hearings of television applications—designed to fit in with the new allocation plan outlined early this month—which is expected to result in a delay of further hearings for new stations in most large cities.

26—British press, pointedly indifferent toward the development of television in the United Kingdom since the end of the war, recently executed an about face which is interpreted in trade sources as indicating serious concern over the medium's progress in the UK, in comparison with television in the United States.

## JUNE

3—RCA has developed a new 500-watts video transmitter which will facilitate the extension of TV service to cities of 50,000 population and enable smaller station to act as network outlets or to originate their own programs, it was announced yesterday.

9—Formal dedication of Westinghouse Television station WBZ-TV marked by a substantial expansion of programming, and featuring religious, government and business leaders of the community will be held in Boston tonight.

10—Initial results of the first comprehensive study of the growth, impact and effect of television on a typical American community on a continuing basis were revealed yesterday by the Newell-Emmett Company, one of the major ad agencies active in video at the moment.

15—The Dominion Government, currently becoming more concerned over preparations for the advent of television in Canada, was urged in the house of Commons this week to "get a move on" before Canada is "invaded" by programs from the United States.

22—Philadelphia—Television opened its most ambitious schedule yesterday with a full-day airing of the opening of the Republican National Convention here—an occasion which had been provided with perhaps the greatest video promotion of any special event in the short history of the medium.

24—Television took another giant stride foward last night when the Westinghouse Electric Corporation and the Glen L. Martin Company successfully demonstrated "Stratovision" from an airborne transmitter cruising at an altitude of 25,000 feet in the vicinity of Pittsburgh.

## JULY

6—Specific action to prevent "unauthorized" pickups of video coverage of the up-coming Democratic National Convention in Philadelphia was taken over the weekend by the Television Committee for Coverage of National Political Conventions.

9—Details of the tentative agreement between the United States and Canada regarding TV channels in the border regions were announced yesterday by the FCC, and were met with complaints that some provisions of the pact would limit opportunity for power expansion by outlets in the areas concerned.

13—Television stations throughout the country will soon have at their disposal a film library covering important world-wide events as the result of a long-term agreement for joint establishment of a television news service signed yesterday by Spyros P. Skouras, president of 20th Century-Fox and Hugh Baillie, President of the United Press Association.

19—Completion of plans for its N. Y. video studio, to occupy the width of a city block between 66th and 67th streets off Central Park West, was announced Friday by ABC, construction of which is to begin immediately.

27—The FCC was told yesterday by ABC that most of the new proposals for TV channel reallocation "were based upon a disregard of the effect of tropospheric interference. The ABC presentation was followed by a lengthy presentation on Stratovision, which opened this new phase of the Commission's TV channel reallocation hearing.

## AUGUST

5—Current video boom has skyrocketed to even greater heights than predicted by the most optimistic leaders in the industry, with result that by the end of this year more than 850,000 sets will have been produced and more than 60 stations will be in operation.

11—WJZ-TV, key television outlet of ABC, made its debut as New York's sixth station last night on Channel 7, in perhaps the most elaborate premiere yet accompanying the inaugural of a video opening in any city.

16—Formal application was filed Friday by Westinghouse for first commercial stratovision station to bring television broadcasting to about "6,000,000 people who under the present allocations will not receive protected television." The application is for Channel 8 in the Pitttsburgh area.

20—Another experiment designed to test the effectiveness of video in the future conduct of naval warfare will be jointly undertaken by NBC and the Navy Department from an aircraft carrier 35 miles off the New York coast on August 29.

31—Video's explosive commercial upsurge the past six months—the effect of which is being felt in virtually all phases of show business production—has swelled the ranks of independent package firms to almost triple the number feeding their output to TV a year ago.

## SEPTEMBER

2—First official meeting between committees of TBA and NAB to discuss future needs of the video industry and possible co-op between the two associations was held yesterday at the Waldorf-Astoria, N. Y.

20—In what is considered to be the heaviest one-shot commercial airer thus far effected in TV, Kaiser-Frazer will sponsor election night (Tuesday, Nov. 2) coverage on ABC's eastern and mid-west networks, it was announced Friday.

27—Arrival of Motor City's second and third TV stations within the next 30 days, led by opening of ABC's WXYZ-TV on Oct. 9, will focus unprecedented importance on Detroit as a major market, with retailers and set manufacturers setting plans for accelerated activity in that area.

30—Today is UHF Day for the television industry. FCC Chairman Wayne Coy will announce this morning that the Commission has decided to move ahead to insure sufficient channels

for the full development of a competitive TV system, it was learned last night.

## OCTOBER

1—FCC Chairman Wayne Coy yesterday announced that no further TV applications will be processed for a period of anywhere from a few months to a year or more, pending revision of the engineering standards and allocation table.

6—Radio and Television will combine forces today for the greatest coverage of a World's Series in the history of baseball. Approximately 750 radio stations and 19 television stations will be linked together when the Boston Braves and the Cleveland Indians meet for the initial game of the Series at 1 P. M.

14—The TV "freeze" imposed by the FCC on hearings and applications will not apply to the Paramount-DuMont case. The Commission promised an early decision on the effect of Paramount's stock ownership in DuMont upon the extent of TV operations by the two companies.

19—As the Presidential campaign enters its final two weeks, tele, which heretofore has been left out in the cold as far as political time sales are concerned, is due for an increasing share in the budgets of both major parties.

22—Presaging a new era for national and international communications, Ultrafax, a newly developed system of communications, was demonstrated at the Library of Congress yesterday by the Radio Corporation of America.

25—First official disclosure that the City of New York is looking toward establishing the first non-commercial television station in the country, within the next year, came from Mayor William O'Dwyer who spoke Friday at the Radio Executives Club luncheon.

## NOVEMBER

2—Staging a round-the-clock suspense thriller, radio and TV were still going strong at 9 a.m. today, as the army of commentators, newscasters and poll experts at network headquarters await the final countup of electoral votes for the next president of the United States.

5—An outside manufacturer will be licensed by Paramount to produce its intermediate theater tele system, it was learned yesterday. Apparatus probably will be available to movie exhibitors sometimes next year at an estimated cost of $30,000 to $35,000 per unit.

11—American Broadcasting Company yesterday unveiled its newly developed kinescope recording system, which records audio and video simultaneously on 16mm film from a special picture tube.

12—Moscow—Government officials here are fast becoming cognizant of potentialities of video for mass information and have inaugurated plans for rapid expansion of the medium. There are two stations already on the air—in Moscow and Leningrad—and others are under construction at Kiev and Sverdlov.

26—First tele pickup of an entire opera will be made by ABC Monday night at the Metropolitan Opera Company's opening of the 1948-1949 season. Program will be sponsored by the Texas Company through the Buchanan Agency.

## DECEMBER

1—Removal of the present 500 ft. limit on TV antenna towers, resulting in wider coverage, was urged yesterday by Dr. T. T. Goldsmith of DuMont in an engineering conference on tropospheric effects before the FCC.

8—Milton Berle's Texaco Star Theater presented Tuesday nights on WNBT, New York, and NBC television network, ranks first by a wide margin in a pool of East Coast television and radio editors to determine "Your Favorite TV Program," and obtain an appraisal of their thinking on TV programming.

16—First practical use of carrier synchronization to extend TV coverage by reducing interference between stations is now under way on a full time basis between WNBT and WNBW, NBC outlets in New York and Washington, respectively, it was announced yesterday by David Sarnoff, chairman of the board of RCA and the network.

28—While complaints that television is killing attendance at local movie theaters are heard from many quarters, the major film producers are rushing plans to use TV for promotion and exploitation of their products, it was learned yesterday, and one company, Universal-International, has already began servising stations with publicity material.

29—Divorcement of TV from radio on many levels of network operation is in the works, with the first steps along this line expected to be announced during the first quarter of next year, it was learned yesterday. The move will probably be tied in with the advent of large scale day-time programming, expected to get under way about that time.

# TV Construction Permits

### Granted For

# Commercial Stations

### AS OF JANUARY 1, 1949

| City | Applicant | Call Letters | Channel No. | Frequency (mc) | ERP Visual-Aural (kw) |
|---|---|---|---|---|---|
| | | **ALABAMA** | | | |
| Birmingham | Birmingham Bcstg. Co., Inc. | WBRC-TV | 4 | 66-72 | 14.5—7.7 |
| Birmingham | The Voice of Ala., Inc. | WAFM-TV | 13 | 210-216 | 26—27.2 |
| | | **ARIZONA** | | | |
| Phoenix | Phoenix Tele. Co. | KTLX | 5 | 76-82 | 17.5—8.7 |
| | | **CALIFORNIA** | | | |
| Los Angeles | American Bctsg. Co. | KECA-TV | 7 | 174-180 | 29.4—14.8 |
| Los Angeles | National Bctsg. Co. | KNBH | 4 | 66-72 | 15—8 |
| Riverside | Bcstg. Corp. of America | KARO | 1 | 44-50 | 1—1 |
| San Diego | The Jack Gross Bcstg. Co. | KFMB-TV | 8 | 180-186 | 20—20.2 |
| San Francisco | American Bcstg. Co. | KGO-TV | 7 | 174-180 | 29.1—14.6 |
| San Francisco | The Chronicle Pub. Co. | KRON-TV | 4 | 66-72 | 18.24—19.2 |
| Stockton | E. E. Peffer | KGDM-TV | 8 | 180-186 | 1.93—1.80 |
| | | **DELAWARE** | | | |
| Wilmington | WDEL, Inc. | WDEL-TV | 7 | 174-180 | 1—.5 |
| | | **DISTRICT OF COLUMBIA** | | | |
| Washington | Bamberger Bcstg. Service, Inc. | WOIC | 9 | 186-192 | 27.3—14.4 |
| | | **FLORIDA** | | | |
| Jacksonville | City of Jacksonville | WJAX-TV | 2 | 54-60 | 15—7.5 |
| Jacksonville | Fla. Bcstg. Co. | WMBR-TV | 4 | 66-72 | 14.8—7.4 |
| Jcksonville | Jacksonville Bcstg. Corp. | WPDQ-TV | 6 | 82-88 | 19.4—10 |
| Jacksonville | Metropolis Bcstg. Co. | WJHP-TV | 8 | 180-186 | 25.1—13 |
| Miami | Southern Radio & Tele Equip. Co. | WTVJ | 4 | 66-72 | 1.57—.786 |
| St. Petersburg | Sunshine Tele Corp. | WSEE | 7 | 174-180 | 26.2—13.1 |
| | | **GEORGIA** | | | |
| Atlanta | Constitution Pub. Co. | WCON-TV | 2 | 54-60 | 15.8—9.05 |
| | | **ILLINOIS** | | | |
| Peoria | Peoria Bcstg. Co. | WMBT-TV | 6 | 82-88 | 17.2—8.6 |
| Peoria | West Central Bcstg. Co. | WEEK-TV | 12 | 204-210 | 29—14.5 |
| Rock Island | Rock Island Bcstg. Co. | WHBF-TV | 4 | 66-72 | 13.6—7.6 |
| | | **INDIANA** | | | |
| Bloomington | Sarkes & Mary Tarzian | WTTV | 10 | 192-198 | 1—1 |
| Indianapolis | William H. Block Co. | WUTV | 3 | 60-66 | 14.44—7.6 |
| Indianapolis | WFBM, Inc. | WFBM-TV | 6 | 82-88 | 28.2—18.1 |
| | | **IOWA** | | | |
| Ames | Iowa State Coll. of Agr. & Mech. Arts | WOI-TV | 4 | 66-72 | 13—10.4 |
| Davenport | Central Bcstg. Co. | WOC-TV | 5 | 76-82 | 22.9—22.9 |
| | | **KENTUCKY** | | | |
| Louisville | WHAS, Inc. | WHAS-TV | 9 | 186-192 | 9.6—7.2 |
| | | **LOUISIANA** | | | |
| New Orleans | Maison Blanche Co. | WRTV | 4 | 66-72 | 14.5—7.6 |
| New Orleans | Times-Picayune Pub. Co. | WTPS-TV | 7 | 174-180 | 21.5—18 |
| | | **MASSACHUSETTS** | | | |
| Boston | Raytheon Mfg. Co. (Waltham) | WRTB | 2 | 54-60 | 50—29.8 |
| | | **MICHIGAN** | | | |
| Grand Rapids | Leonard Versluis | WLAV-TV | 7 | 174-180 | 20—10 |
| Kalamazoo | Fetzer Bcstg. Co. | WKZO-TV | 3 | 60-66 | 15.7—7.9 |
| Lansing | WJIM, Inc. | WJIM-TV | 6 | 82-88 | 20.6—10.3 |

| | | | | | |
|---|---|---|---|---|---|
| | | **MINNESOTA** | | | |
| Minneapolis-St. Paul | Minn. Bcstg. Corp. | WCTN-TV | 4 | 66-72 | 17.9—9.2 |
| Minneapolis-St. Paul | Northwest Bcstg. Co. | KTRV | 9 | 186-192 | 20.5—15.5 |
| | | **MISSOURI** | | | |
| Kansas City | Kansas City Star | WDAF-TV | 4 | 66-72 | 22—11 |
| | | **NEBRASKA** | | | |
| Omaha | May Bcstg. Co. | KMA-TV | 3 | 60-66 | 17.8—8.9 |
| Omaha | Radio Station WOW, Inc. | WOW-TV | 6 | 82-88 | 16.2—8.5 |
| | | **NEW YORK** | | | |
| Binghamton | Clark Assoc., Inc. | WNBF-TV | 12 | 204-210 | 12—11.7 |
| New York | Bamberger Bcstg. Service, Inc. | WOR-TV | 9 | 186-192 | 9.5—11 |
| Rochester | Stromberg-Carlson Co. | WHTM | 6 | 82-88 | 16.7—8.7 |
| Syracuse | Radio Projects, Inc. | WSYR-TV | 5 | 76-82 | 23—12.2 |
| Syracuse | WAGE, Inc. | WAGE-TV | 10 | 192-198 | 30—15 |
| Utica | Copper City Bcstg. Co. | WKAL-TV | 13 | 210-216 | 13—11.3 |
| Utica | Utica Observer-Dispatch, Inc. | WVTL | 3 | 60-66 | 15.5—7.5 |
| | | **NORTH CAROLINA** | | | |
| Charlotte | Jefferson Standard Bcstg. Co. | WBT-TV | 3 | 60-66 | 16.3—8.62 |
| Greensboro | Greensboro News Co. | WTLE | 2 | 54-60 | 1.67—.84 |
| | | **OHIO** | | | |
| Cincinnati | Radio Cincinnati, Inc. | WKRC-TV | 11 | 198-204 | 23—12 |
| Cincinnati | Scripps-Howard Radio, Inc. | WCPO-TV | 7 | 174-180 | 21—12 |
| Cleveland | Empire Coil Co., Inc. | WXEL | 9 | 186-192 | 21—13 |
| Columbus | Crosley Bcstg. Corp. | WLWC | 3 | 60-66 | 15.2—12.8 |
| Columbus | Picture Waves, Inc. | WTVN | 6 | 82-88 | 14.3—9 |
| Columbus | TV, Inc. | WBNT | 10 | 192-198 | 28.4—14.2 |
| Dayton | Crosley Bcstg. Corp. | WLWD | 5 | 76-82 | 18—6 |
| Dayton | Miami Valley Bcstg. Corp. | WHIO-TV | 13 | 210-216 | 24—25.2 |
| | | **OKLAHOMA** | | | |
| Oklahoma City | WKY Radiophone Co. | WKY-TV | 4 | 66-72 | 12.1—6.2 |
| Tulsa | George E. Cameron, Jr. | KOVB | 6 | 82-88 | 16.6—8.5 |
| | | **OREGON** | | | |
| Portland | Video Bcstg. Co. | KTVU | 3 | 60-66 | 15.5—9 |
| | | **PENNSYLVANIA** | | | |
| Erie | Dispatch, Inc. | WICU | 12 | 204-210 | 3—1.5 |
| Johnstown | WJAC, Inc. | WJAC-TV | 13 | 210-216 | 6.5—7 |
| Lancaster | WGAL, Inc. | WGAL-TV | 4 | 66-72 | 1—.88 |
| Pittsburgh | Allen B. DuMont Labs., Inc. | WDTV | 3 | 60-66 | 16.6—8.3 |
| | | **RHODE ISLAND** | | | |
| Providence | The Outlook Co. | WJAR-TV | 11 | 198-204 | 30—15 |
| | | **TENNESSEE** | | | |
| Nashville | WSM, Inc. | WSM-TV | 4 | 66-72 | 14.4—7.2 |
| | | **TEXAS** | | | |
| Dallas | KRLD Radio Corp. | KRLD-TV | 4 | 66-72 | 46 Pending |
| Dallas | Lacy-Potter Tele Bcstg. Co. | KBTV | 8 | 180-186 | 35—18.5 |
| Houston | W. Albert Lee | KLEE-TV | 2 | 54-60 | 16—8.5 |
| San Antonio | San Antonio Tele Co. | KEYL | 5 | 76-82 | 17.9—9 |
| San Antonio | Southland Industries, Inc. | WOAI-TV | 4 | 66-72 | 21.6—10.8 |
| | | **UTAH** | | | |
| Salt Lake City | Radio Service Corp. of Utah | KSL-TV | 5 | 76-82 | 18.4—9.2 |
| | | **VIRGINIA** | | | |
| Norfolk | WTAR Radio Corp. | WTAR-TV | 4 | 66-72 | 24—12 |
| | | **WEST VIRGINIA** | | | |
| Huntington | WSAZ, Inc. | WSAZ-TV | 5 | 76-82 | 18.2—9.1 |

# TELEVISION TALK

## A Modern Glossary

(*Courtesy Caldwell-Clements, Inc. & Radio Corp. of America*)

*The advent of television has brought with it a new vocabulary born in the research laboratories, studios, factories—indeed, all parts of the industry. As new techniques are developed, new words and new phrases are coined almost daily. What follows, therefore, is a glossary of the new language of a new and vital part of American life:*

### A

*AMPLITUDE*—The magnitude of any quantity, particularly voltage or current.

*AMPLITUDE MODULATION*—The periodic variation of the voltage or current amplitude in a circuit in accordance with some signal transmitted. Used for television picture.

*ANTENNA*—An electrical circuit for radiating or receiving electromagnetic waves (radio).

*ASPECT RATIO*—The ratio of picture width to picture height. Now 4:3.

*AUDIO*—(I hear.) A term applied to any part of a radio or electrical system handling frequencies in the audible range, normally from 20 cycles to 15,000 cycles.

### B

*BAND-PASS FILTER*—An electric circuit which will transmit frequencies between two limits and reject others outside those limits.

*BANDWIDTH*—The arithmetical difference between the maximum and minimum frequencies required to convey the information being transmitted, either visual or aural.

*BLACKER-THAN-BLACK*—A portion of the television signal devoted to synchronizing. These synchronizing signals are transmitted at a higher power than the blackest part of the picture, so that they will not appear on the screen.

*BLANKING*—The process of cutting off the cathode ray during the time it is not forming a part of the picture. This occurs when the spot returns from the far right to begin the next line and from the bottom to the top of the picture.

*BLOCKING OSCILLATOR*—A type of oscillator which generates a saw-tooth shaped signal used for scanning in a cathode ray tube.

*BLOOM*—The condition of overall bright illumination of the picture tube obscuring any picture detail.

*BOOSTER ANODE*—A conductive coating placed inside a cathode-ray tube near the screen. Because of a high positive voltage applied, it causes a brighter picture.

*BRIGHTNESS CONTROL*—A control on the receiver for regulating the overall brightness of the picture.

### C

*CAMERA TUBE*—The electron tube used to translate a scene into electrical impulses.

*CARRIER*—The term applied to the high frequency radio wave which is modulated by the audio and video signals.

*CATHODE*—The electrode in a tube from which electrons are obtained, usually by heating or by photoelectric effects.

*CATHODE RAY TUBE*—An electron tube in which streams of electrons from a cathode are formed into a pencil-like beam and directed by means of electric or magnetic fields over a target, usually a fluorescent screen which glows wherever the beam strikes.

*CHARACTERISTIC IMPEDANCE*—The input impedance of a transmission line infinitely long or a short line terminated in its characteristic impedance. The impedance is independent of length and depends on size of conductor and spacing.

*CLIPPER*—A circuit used to separate signals of different amplitudes. In television these circuits are used to separate the synchronizing pulses from the video signal.

*COAXIAL CABLE*—A particular type of cable capable of passing a wide range of frequencies without the usual prohibitive losses. Such a cable in its simplest form consists of a hollow metallic conductor with a single wire accurately supported along the center of the hollow conductor.

*CONTRAST*—This refers to the ratio of black to white portions of a picture. Pictures having high contrast have very deep blacks and brilliant whites, while a picture with low contrast has an overall gray appearance.

*CONTRAST CONTROL*—A control on the receiver which regulates the video signal strength. This has the effect of changing the ratio of the black and white portions of the picture. It corresponds to the volume control in an aural receiver.

*CONTROL ROOM*—Studio facilities from which television cameras, lighting, shading and mixing is performed.

*CYCLE*—One complete set of values in any series of phenomena which repeats periodically. In radio this usually refers to one complete range of values for either voltage or current.

**D**

*DAMPING CIRCUITS*—These circuits are used to prevent high voltages from being induced in the deflection coils when the current changes suddenly.

*DC RESTORER*—This circuit regulates the average brightness of the television picture tube to correspond with the average brightness of the scene being transmitted.

*DC TRANSMISSION*—This term applies to circuits which will pass zero frequency—that is, direct current.

*DEFINITION*—Refers to the degree of picture detail accomplished by the receiver circuits.

*DEFLECTION*—The movement of the cathode ray beam by electric or magnetic fields.

*DEFLECTION YOKE*—The combination of coils used to direct the cathode ray up-and-down and right-and-left to form the image.

*DELAY SCREEN*—A fluorescent screen used in cathode ray tubes, which has the property of phosphorescence. The light intensity of any particular spot dies out gradually after the ray moves to a new position when this material is used.

*DIFFERENTIATING CIRCUITS*—These circuits respond to the rate of change of a pulse and are used in synchronizing the receiver scanning.

*DIODE*—A vacuum tube having two elements, one of which emits electrons (the cathode) and the other the anode which attracts electrons. It is used for rectification (detection), that is, the conversion of alternating currents into direct currents.

*DIPOLE ANTENNA*—An antenna consisting of two conductors, usually of equal length extending in the same straight line, with a pair of lead or feeder wires connected at or near the inner ends. For television the physical dimensions are such that self-supporting metal rods or tubes can be used. (See Antenna).

*DIRECTOR*—A section of an antenna used to increase the pick-up from the side on which the director is placed.

*DISSECTOR TUBE*—The special type of television camera tube developed by Philo T. Farnsworth.

*DISTORTION*—Any change in the original frequency, amplitude or phase of a radio signal.

*DIVERGENCE*—The spreading of a cathode ray stream due primarily to the mutual repulsion between the electrons that compose it. The function of the focusing arrangement in the tube is to counteract this effect.

*DOLLY*—The movable stand upon which the television camera is mounted.

*DOUBLE SIDE BAND*—When a carrier is modulated by a plurality of signal frequencies, two new, distinct bands of frequencies appear, of frequencies higher and lower than the carrier frequency.

**E**

*ELECTRODE*—A metallic conductor introduced into a vacuum tube for a specific purpose. It must be electrically connected to the external circuit. In general each electrode is referred to by its specific use, such a cathode, grid, anode, etc.

*ELECTROMAGNETIC FOCUSING*—A system in which magnetic fields parallel to the motion of the electrons are used to confine them to a narrow beam.

*ELECTRON*—The smallest electric charge having a negative polarity.

*ELECTRON GUN*—That part of a cathode ray tube in which the electrons are emitted, formed into a beam and deflected.

*ELECTRON LENS*—A systematic arrangement of electromagnetic or electrostatic fields, having symmetry about the axis of a cathode ray tube, as to their radial components, established for the purpose of controlling the divergence and convergence of the electron ray.

*ELECTRON MULTIPLIER*—An evacuated amplified tube in which one or more anodes have photoelectric surfaces which are exceedingly active as to secondary emission. The original electron emission is cascaded by the secondary effects.

*ELECTRON TUBE*—A device employing a cathode, an anode and possibly additional electrodes for controlling the volume and direction of flow of electrons which constitute electric current.

*ELECTROSTATIC FOCUSING*—A system in which electric fields are employed to confine the electrons into a thin stream.

*EMISSION*—The continuous liberation of electrically charged particles, either ions or electrons, into space (usually evacuated) from a surface. The most important case practically is where these particles are negatively charged, i.e., electrons.

*EQUALIZING PULSES*—These are signals transmitted after each vertical synchronizing pulse to insure correct start of horizontal sweep circuit.

**F**

*FACSIMILE TRANSMISSION*—The electrical transmission over wires or radio circuits of printed records and pictures. While this term originally referred to black-and-white line reproductions only, it is now considered to include processes producing halftone and shaded effects as well.

*FADE-OUT*—A camera technique in which a scene is gradually dimmed from view.

*FIDELITY*—The faithfulness with which a system reproduces audio or video signals.

*FIELD*—This term refers to one set of scanning lines making up a part of the final picture. In present standards, pictures are transmitted in two fields of 262½ lines which are interlaced to form 30 complete frames per second.

*FLICKER*—Fluctuations in the overall brightness of pictures. Not encountered in normal television operations.

*FLUORESCENT SCREEN*—A chemical coating on the inside of a cathode ray tube which emits light at the point where a cathode ray beam strikes.

*FLYBACK*—In scanning, the spot is moved across the screen at a definite rate in one direction for each scanning line. It is necessary to restore it to the start of the next line in a very short interval of time, say three or four millionths of a second. This return time is termed flyback, and the voltage to accomplish it is called flyback voltage.

*FOCUS*—In a cathode ray tube this refers to the size of spot of light on the screen. The tube is said to be focused when the spot is smallest. This term also refers to the optical focusing of the camera lenses.

*FRAME*—One of a series of complete pictures that are succesively viewed so as to simulate moving scenes. In television, thirty are sent each second.

*FRAME FREQUENCY*—The rate at which frames are sent each second in the various moving picture and television applications.

*FRAMING CONTROL*—This control on a receiver adjusts the picture repeat rate to that of the transmitter. It is also called the vertical hold control.

*FREQUENCY*—A term applied to the rate of repetition of voltage or current or other periodic functions.

*FREQUENCY MODULATION*—A process by which the carrier frequency is modulated in accordance with the information to be transmitted. Used for television sound.

*FUNDAMENTAL*—The basic frequency of a wave or sound. It is sometimes referred to as the "first" harmonic.

**G**

*GAS-FILLED TRIODE*—A type of vacuum tube in which the elements operate in an atmosphere of gas, such as mercury, argon, helium, etc.

*GHOST*—A secondary picture formed on a television receiver because the signal from the transmitter reaches the antenna by more than one path. Ghosts may be caused by the radio signal being reflected from objects near transmitter or receiver.

**H**

*HALATION*—The ring of illumination which surrounds the point at which the electron beam strikes the fluorescent screen.

*HARMONICS*—In electrical and radio circuits the fundamental current waves are usually accompanied by others whose frequencies are equal to some whole number multiple of that fundamental. These multiples are called harmonics.

*HEAVISIDE LAYER*—The ionosphere. A region of ionized air some fifty miles above the surface of the earth. Its lower boundary acts as a reflective surface or "mirror" for radio waves of certain frequencies. Rapid changes in the height of this lower boundary and its contour causes much of the radio interference and fading.

*HETERODYNING*—The process of changing frequency by combining the received signals with the output of an oscillator tube in the receiver.

*HORIZONTAL CENTERING*—The position of the picture with respect to the axis of the cathode ray tube. This is accomplished by a control on the receiver.

*HORIZONTAL HOLD CONTROL*—A control on the receiver for adjusting the number of lines per second to correspond with that of the transmitter.

I

*ICONOSCOPE*—A designation used by RCA for a particular type of cathode ray camera tube developed for the purpose of picking up the scenes to be televised.

*IMAGE DISSECTOR*—A television camera tube developed by P. T. Farnsworth in which the photoelectrons are moved past a pickup aperture by deflection circuits.

*IMPEDANCE*—A combination of electrical resistance and reactance, analogous to mechanical friction and inertia.

*INTEGRATING CIRCUITS*—Circuits used to add up the energy of a number of repeated pulses. These circuits are used in the receiver for synchronization.

*INTERFERENCE*—Random electrical signals which cause noise in the audio system and disrupt the picture in television. This includes automobile-ignition impulses, some diathermy apparatus, neon signs, FM and short wave stations, etc.

*INTERLACING*—A system whereby the odd numbered lines and the even numbered lines of a picture are sent as two separate successive fields and superimposed to create one frame or complete picture.

*ION*—An electrified particle formed when an atom of gas loses or gains electrons.

*ION SPOT*—A discoloration on the center of the screen of a cathode ray tube caused by heavy negative ions striking it.

K

*KERR CELL*—A chemical solution which changes its light transmission characteristics when electric fields are applied to the solution. An early form of a television reproducer system no longer used.

*KEYSTONE EFFECT*—A distorted field or background noticed in some cases with television pictures, where the opposite edges are not parallel.

*KILOCYCLE*—One thousand cycles.

*KINESCOPE*—A name applied to the cathode ray tubes used in television receivers built by RCA.

L

*LENS*—A radial field (electrostatic or magnetic) applied concentric with a cathode ray to concentrate the diverging electrons into a single slender beam, is called a lens.

*LINE*—The path covered by the moving electron spot. The intensity of the spot along this path is altered to create that portion of the picture. In present system 525 lines make up the complete picture.

*LINEARITY*—A term used to refer to the straightness of a characteristic curve, or a portion of that curve, that shows the relation between two quantities or circuit factors. The uniformity of distribution of a regular pattern on a picture tube.

*LINE FREQUENCY*—The number of lines scanned each second. In any system it is equal to the number of scanning lines per frame, multiplied by the framing frequency.

*LINE OF SIGHT*—A straight, unobstructed path between two points.

*LIVE TALENT*—"On-the-spot" televising of events and people in contrast to transmission of film material.

M

*MEGACYCLE*—A total of one million cycles.

*MICROPHONE BOOM*—The arm which carries the microphone above the area being televised.

*MICROWAVE*—This term generally refers to radio waves having a wavelength of less than one meter, that is, one having a frequency greater than 300 megacycles.

*MODULATION*—A process of altering the amplitude, phase or frequency of a radio carrier in accordance with the information to be transmitted.

*MODULATION GRID*—An electrode interposed between the cathode and focusing electrodes in a cathode ray tube, to control the amount of emission and thereby the brilliance of the spot. This controlling effect is produced by altering the voltage of this grid with respect to the cathode.

*MONITORING*—The technique of controlling, at the transmitter, the picture

shading, and other factors involved in the transmission of both the scene and the accompanying sound.

*MONOSCOPE*—A television camera tube which contains a simple picture or pattern used for test purposes.

*MOSAIC*—The screen used in an Iconoscope so called due to its similarity to that form of art wherein a great many bits of colored tile are combined so as to form a picture.

*MULTIPATH TRANSMISSION*—The condition in which the radio signal from the transmitter travels by more than one route to a receiver antenna usually because of reflections from obstacles. This condition usually results in ghost pictures.

N

*NEGATIVE GHOST*—Image in which black areas are white and white areas black.

*NEGATIVE TRANSMISSION*—This has to do with the polarity of transmission of a television signal, or the direction of modulation to produce the light and dark parts of the picture. In negative transmission a white area corresponds to a decrease in the carrier amplitude. This is the present U. S. method.

O

*ORTHICON*—A television camera tube now seldom used, in which some of the features of the image dissector and Iconoscope are combined.

P

*PANNING*—(From panorama). A camera technique in which a large arc of the scene is shown by swinging the camera around a central point.

*PEAKING*—A technique of increasing the response of amplifiers at some particular range of frequencies. Also applied to certain sweep voltage wave shape characteristics.

*PEDESTAL*—A portion of the television video signal used to blank out the cathode ray beam as it flies back from the right edge of the picture to the left.

*PERSISTENCE OF VISION*—A characteristic of the human eye which retains the details of a scene for a fraction of a second.

*PHASE*—A term used to designate the time relation between the maximum points of two recurrent electrical quantities such as voltage, current, etc. It is expressed in degrees of a circle, one complete revolution of which represents one cycle of one of the waves.

*PHASE SHIFT*—Any change in the phase relations of current or voltage.

*PHOTOELECTRIC EMISSION*—The phenomena of electrons being emitted from certain materials when they are exposed to light.

*PHOTOELECTRIC TUBE*—A tube in which electrons can flow to a charged anode when light falls on the tube causing emission.

*PICTURE ELEMENT*—A minute section of a given scene as reproduced by the cathode ray spot at any instant.

*PICTURE NOISE*—Interference signals causing spots of light and other irregular patterns on the received picture.

*POLARIZATION*—A term usually applied to the position of the transmitting antenna, that is horizontal or vertical. The receiver antenna should correspond in most instances to that of the transmitter. At the present time horizontal polarization is standard.

*POSITIVE TRANSMISSION*—A television system in which maximum radiated power from the transmitter corresponds to maximum white area in the picture. Not used in this country.

R

*RASTER*—A term applied to the group of lines appearing on the cathode ray tube in the absence of an incoming video signal.

*REACTANCE*—Opposition to the flow of alternating current by the inductance and capacity (but not resistance) in an electrical circuit.

*RECTIFIER*—A device—commonly a tube—which changes alternating current to direct current.

*REFLECTOR*—A part of an antenna system used to prevent pick-up of signals in one direction and increase it in the opposite direction.

*RELAXATION OSCILLATOR*—A type of circuit which oscillates periodically. Used to generate scanning voltages.

*RETURN TRACE*—The lines on the cathode ray screen formed as the cathode ray beam moves back to its starting position. Not visible when a signal received.

S

*SAW-TOOTH*—A voltage or current whose variation with time follows a saw-tooth

outline. This is the basic wage shape used to sweep the spot over the cathode ray tube screen.

*SCANNING*—The process of forming a picture by a spot of light of changing intensity moving at high speed from left to right and in a sequence of rows or lines from top to bottom.

*SCANNING LINE*—One line from left to right of a picture being transmitted.

*SCHMIDT OPTICAL SYSTEM*—An optical train utilizing a high intensity kinescope, a semi-circular mirror and correcting lens to project an enlarged television image onto a viewing screen.

*SENSITIVITY*—A measure of the ability of a receiver or other device to produce a given output for a given input.

*SERVICE AREA*—The extent of terrain over which the signals from a television transmitter can be successfully received.

*SHADING*—The process of correcting the light distribution of the image produced by the television camera. This is a part of the station monitoring job.

*SIDE BANDS*—The groups of frequencies higher and lower than the carrier which contain the information being transmitted and produced by the process of modulation.

*SIGNAL*—The electrical impulses which represent the sound or picture elements being transmitted.

*SIGNAL-TO-NOISE RATIO*—The relative proportion of signal strength to atmospheric and man-made interference encountered at any specific location.

*SPECTRUM*—A band or range of frequencies.

*SPOT*—The light produced by the slender beam of electrons on the fluorescent screen.

*SWEEP*—The uniform motion of the electron beam across the face of the cathode ray tube.

*SYNCHRONIZATION*—The process of keeping the moving beam of electrons at the picture tube in the exact relative position with the scanning process at the transmitter.

T

*TELEVISION*—Literally, seeing at a distance. A system of transmitting a scene by dividing it, by a scanning process, into a great number of elemental areas and representing each area by an electrical signal. The electrical signals are received and used to control the intensity of a spot of light to correspond to the light and shade of each original picture area as the spot is moved over a screen, in synchronism with the scanning at the transmitter.

*TELEVISION CAMERA TUBE*—A cathode ray tube used to convert light and shade portions of a scene into electrical signals.

*TELEVISION PICTURE TUBE*—A cathode ray tube in which a picture being transmitted is recreated by a moving beam of electrons.

*TEST PATTERN*—A drawing containing a group of lines and circles, etc. transmitted for receiver and transmitter test purposes.

*TRAP*—A circuit used to reject unwanted signals.

*TRIMMER*—A device which permits a resonant circuit to be tuned over a limited frequency range.

V

*VESTIGIAL SIDE BAND TRANSMISSION*—A method of suppressing part of one side band to limit bandwith requirements.

*VERTICAL CENTERING*—The control which regulates the position of the picture vertically on the screen.

*VERTICAL HOLD*—A control on the receiver to adjust the field rate of the scanning to that of the transmitter.

*VIDEO*—(I see.) The portion of the television signal which contains the picture information.

*VIEWING MIRROR*—A mirror used to reflect the image formed on the picture tube at a convenient viewing angle.

W

*WAVEGUIDE*—A hollow tube of metal or plastic used to conduct microwaves between points of usage at transmitter and receiver.

Y

*YOKE*—A set of coils used around the neck of a cathode ray tube to produce horizontal and vertical deflection of the electron beam.

# TELEVISION FILM PRODUCERS

**PERSONNEL — PHONE NUMBERS — ADDRESSES — CONTACTS OF 35 AND 16mm. FILM PRODUCERS AND ORGANIZATIONS OFFERING FACILITIES FOR TV FILM PRODUCTION**

**ABT Productions, Inc., 460 W. 54th St., N. Y. C., COlumbus 5-7200; Ira H. Simmons, Producers of TV film Programs.**

Acme Teletronix (NEA), 1200 W. 3rd St., Cleveland, Main 7300; Meade Munroe, News Script, strip film.

Paul F. Adler Associates, 535 Fifth Ave., N. Y. C., MUrray Hill 7-1668; Paul F. Adler, Films to order

**Advance Tel. Picture Serv., Inc., 729 Seventh Ave., N. Y. C., COlumbus 5-5400; Chas. A. Alicoate, Films to order, shipping.**

Adventure Films, Inc., 165 W. 46th St., N. Y. C., PLaza 7-2320; Wm. Alexander, Travel films for lecturers.

Advertisers Television Service, 35 W. 53rd St., N. Y. C., PLaza 7-7150; John Sheppard, Jr., Films to order, rentals.

Advertising House, Inc., 670 Lexington Ave., N. Y. C., MUrray Hill 8-0220; J. M. Gielis, Films to order.

A. F. Films, Inc., 1600 Broadway, N. Y. C., CIrcle 7-2850; Miss R. Kossoff, News, Educational films.

Eddie Albert Productions, 1133 No. Highland Ave., Hollywood, Gl. 4116; John E. Fletcher.

Alker Productions, 545 Fifth Ave., N. Y. C., MUrray Hill 7-6865; B. E. Karlen, Films to order.

Doug Allan Productions, Inc., 112 W. 89th St., N. Y. C., SChuyler 4-6480; Doug Allan, Travel, outdoor films to order.

Allen & Allen Productions, 3947 W. 59th Pl., L. A., Axminster 3-3314; George E. Allen, Films to order, Educ. Shorts.

All-Scope Pictures, Inc., 1209 Taft Bldg., Hollywood, Hollywood 8298; G. S. Mitchell, Films to order, rentals.

American Drama Guild of Telev., 150 E. 54th St., N. Y. C., PLaza 3-0871, John Darrow, Films to order.

American Film Co, 1329 Vine St., Philadelphia, Walnut 2-1800; Ben Harris, Films to order.

American Film Producers, 1600 Broadway, N. Y. C., PLaza 7-5915; Robert Gross.

American Film Services, Inc., 1010 Vermont N.W., Washington, D. C., Executive 4528; H. V. Hoagland, Shorts for rental.

American Film & Televad Co., 759 W. 7th St., St. Paul, Minn., Dale 4620; Bart O. Foss, Films to order.

Amtelco, 635 So. Kenmore Ave., L. A., Drexel 3265; John C. Bowman, Commercial spot films.

Amusement Enterprises, Inc., 415 N. Bedford, Beverly Hills, Cal., Crestview 5-2517; Bernard Luber, Films to order.

Animated Video Films, 931 N. La Cienega, L. A., Adams 5159; Ace Gamer, Films to order.

Apex Film Corp., 971 N. La Cienega, L. A., Crestview 6-7006; Jack Chertok, Films to order.

Argosy Television Corp., 9336 Wash. Blvd., Culver City, Cal., Texas 0-2931; John Ford, Entertainment films.

Arista Productions, 92 Gold St., N. Y. C., DIckens 9-1006; J. R. Perrin, Films to order, rentals.

Ascott Productions, Inc., 321 S. Beverly Drive, Beverly Hills, Cal., Cr. 6-8056; Sidney G. Ross.

Association Films, 347 Madison Ave., N. Y. C., MUrray Hill 6-1200; J. R. Bingham, Educational films.

Astor Pictures Corp., 130 W. 46th St., N. Y. C., BRyant 9-2467; R. M. Savini, Films to order, Rentals.

Atlas Film Corp., 1111 S. Blvd., Oak Park, Ill., Euclid 3100; K. W. Lineberry, Films to order.

Attwood Productions, Inc., 8746 Sunset Blvd., L. A., Crestview 5-5811; B. M. Glasser, Films to order.

Audio Productions, Inc., 630 Ninth Ave., N. Y. C., COlumbus 5-6771; F. K. Speidell, Films to order, rentals.

Basch Radio & Tel. Prod., 17 E. 45th St., N. Y. C., MUrray Hill 2-8877; C. J. Basch, Jr., Animated films to order.

Bavano Films, 8754 Arlene Terrace, L. A., He 7618; Douglas Bagier.

Zach Baym, 114 Grafton St., Brooklyn, N. Y., DIckens 2-0243; Zach Baym, Films, film clips to order.

**V. S. Becker Advertising Serv., 562 Fifth Ave., N. Y. C., LUxemburg 2-1040; Viola Becker, Films to order, rentals.**

Bell International Productions, 5717 Sunset Blvd., L. A., Hudson 2-2345; Jack Gilson, Films to order, rentals.

Bell Pictures Corp., 630 Ninth Ave., N. Y. C., CIrcle 6-1383; Lawrence Kulick, Films to order, rentals.

Bengal Pictures, 920 N. Robinson, L. A., Normandy 1-6927; P. E. Cantonwine, Films to order, rentals.

Bennett Films, 5617 Garcourt Ave., Los Angeles, Calif., Ax. 2-7174.

Gene Blakely, 1209 N. Formosa, L. A., Gladstone 5715; Gene Blakely, Films to order, rentals.

Bonded Television Corp., 8749 Sunset Blvd., Hollywood, Crestview 5-4194; Anson Bond, Films to order, rentals.

Bray Studios, Inc., 729 Seventh Ave., N. Y. C., CIrcle 5-4582; J. R. Bray, Films to order, rentals.

British Information Serv., 30 Rockefeller Plaza, N. Y. C., CIrcle 6-5100; Mrs. Tebbett, Shorts for rental.

Broadcast Productions, Inc., 1313 Lafayette Bldg., Detroit, Mich., Woodward 5-0909; T. S. David, Films, Newsreels to order.

Samuel Bronston Productions, 9885 Charleville Blvd., Beverly Hills, Cal., Br. 2-5141; Ben Berk.

Irving Browning Studios, 70 W. 45th St., N. Y. C., MUrray Hill 2-7490; Irving Browning, Films to order, rentals.

Al Buffington Co., 2104 N. Charles St., Baltimore; Al Buffington, Films to order.

Allen Burg Studio, 819 N. La Cienega, L. A., Br. 2-3737.

Allyn Butterfield Prod., 6823 Santa Monica Blvd., L. A., Hollywood 3961; A. Butterfield, Films to order.

Byron, Inc., 1226 Wisc. Ave., N. W., Wash., D. C., Dupont 1800; T. Byron, Films to order.

C & G Film Effects Co., 723 Seventh Ave., N. Y. C., PLaza 7-4558; H. A. Casolaro, Films, effects to order.

Cain - Schumann Music Serv., 1040 N. Las Palmas, Hollywood, Gr. 3111; C. R. Cain.

Campus Film Productions, 161 Remsen St., Brooklyn, N. Y., TRiangle 5-6296; N. Campus, Films to order, rentals.

Capital Film Exchange, 1314 Vine St., Philadelphia, Pa., Spruce 4-2698; E. J. Gabriel, Rentals, storage, booking.

Capitol Records, Inc., Sunset & Vine, Hollywood, Hollywood 8171; W. B. Davison, Transcription libradies.

Caravel Films, Inc., 730 Fifth Ave., N. Y. C., CIrcle 7-6111; David I. Pineus, Industrial & TV Films to order.

Carmel - Hollywood Films, 6060 Sunset Blvd., L. A., Hillside 2181; H. G. Saperstein, Films to order, rentals.

Cascade Pictures of California, 8822 Wash. Blvd., Culver City, Calif., Vermont 8-2185; B. J. Carr, Films to order, rentals.

Casino Film Exchange, Inc., 210 E. 86th St., N. Y. C., REgent 4-2057; J. Scheinman, German films for rental.

Catholic Movies, 220 W. 42nd St., N. Y. C., WIsconsin 7-9130; Stan Lewek, Religious films for rental.

Cavalcade Pictures, Inc., 959 Seward St., Hollywood, Hollywood 5458; Harvey Pergament.

Century Television Prod., Inc., 846 N. Cahuenga, Hollywood, Hollywood 5981; H. L. Gefsky, Films to order.

Chicago Film Laboratory, Inc., 18 W. Walton Pl., Chicago, Whitehall 4-6971; A. G. Dunlap, Films to order.

China Film Enterprises of America, 132 W. 43rd St., N. Y. C., WIsconsin 7-6872; K. C. Tsien, Shorts for rental.

Choreographers' Workshop, Inc., 471 Park Ave., N. Y. C., PLaza 9-6239; Trudy Groth; Shorts for rental.

Christian Films, 625 N. Mansfield, Hollywood, Yo. 1783; Rev. H. K. Rasboch.

Christl & Webber, 6130 Selma Ave., Hollywood, Hu. 2-1139; Frank Christl.

Churchill - Wexler Film Prod., 5714 Sunset Blvd., Hollywood, Hempstead 7970; Robert Churchill, Films to order.

Cinecraft Prod., Inc., 2515 Franklin Ave., Cleveland, Superior 2300; Ray Culley, Films to order.

Cineffects, Inc., 1600 Broadway, N. Y. C., CIrcle 6-0951; Nathan Sobel, Films, effects to order.

Cinema Authors & Artists Agcy., 9130 Sunset Blvd., L. A., Crestview 6-6241; Marvin L. Saltzman, Films, effects to order.

Cinemart Inc., 101 Park Ave., N. Y. C., MUrray Hill 4-1562; Varian Fry, Films, Newsreels to order.

Cinc-Pro Corp., 106 West End Ave., N. Y. C., TRafalgar 3-1411; Joseph Selden, Films to order, Equipment.

**Cineque Laboratories, Inc. (Fotosound Studios, Inc.), 124 E. 89th St., N. Y. C.; Sam Marcus, Oscar Fagin, 24 Hr. processing 16 mm. film & 35 mm. black & white & color film: Special 2 to 4 hr. Service.**

**Cinetel, 654 Madison Ave., N. Y. C., TEmple 8-7025; I. P. Sulds, Producers of 16 mm. film programs, spot commercials, animation for TV.**

Clampett Cartoons, 134 N. Detroit, L. A. Wa. 9924, Wa. 9924; Bob Clampett.

Daniel B. Clark, 9110 Larke Ellen Circle, Los Angeles, Cr. 6-8171.

Geo. W. Colburn Lab., Inc., 164 N. Wacker Dr., Chicago, State 2-7316; John E. Colburn, Films to order, Equipment.

Colonial Films, 1908 Eye St., N. W., Wash., D. C., National 0436; H. L. Lassiter, Films, newsreels to order.

Commonwealth Film & Telev., Inc., 729 Seventh Ave., N. Y. C., CIrcle 5-6456; Jerome Hyams, Films to order, rentals.

Continental Pictures, Inc., 6636 Hollywood Blvd., Hollywood, Gr. 3546; J. Kendis.

Corcoran Productions, Inc., 654 Madison Ave., N. Y. C., Templeton 8-6900; L. M. Corcoran. Films to order.

Crosby & Fogle, 6365 Selma Ave., Hollywood, Gr. 3171; George L. Fogle.

Courneya Productions, 1566 No. Gordon Ave., Hollywood, Granite 5920; Jerry Courneya.

Cruger - Radio & Telev. Prod., 5800 Carlton Way, Hollywood, Hempstead 8254; Paul Cruger, Films to order, rentals.

Crystal Pictures, Inc., 1564 Broadway, N. Y. C., PLaza 7-5130; Melvin M. Hirsh, Films to order, rentals.

C. S. F. Productions, 153 S. Spaulding, Beverly Hills, Cal., Crestview 6-9026; Sid Fields, Frank Caldwell.

Defense Film Corp., 1040 No. Las Palmas, Hollywood, Granite 3111; Herbert L. Bregstein, Entertainment films to to order.

DeFrenes & Co., 1909 Buttonwood St., Philadelphia, Rittenhouse 6-5928; Joseph DeFrenes, Films to order, rentals.

Delbridge & Gorrell, 301 Fox Theater Bldg., Detroit, Cherry 6990; Sam Arnold, Films to order.

Joseph Dephoure Studio, 1018 Commonwealth Ave., Boston, Longwood 6-1499; Joseph Dephoure, Films to order, rentals.

Louis deRochemont Assn., Inc., 35 W. 45th St., N. Y. C., LUxemburg 2-1940; Louis deRochemont, Films to order.

The Distributor's Group, 756 W. Peachtree St., N. W., Atlanta, Ga., Atwood 1661; W. Wells Alexander, Films to order, rentals.

Wm. B. Dolph Radio & Tele. Prod., 910 17th St., N. W., Washington, D. C., District 2717; Wm. H. Dolph, Washington films on assignment.

D. P. M. Productions, Inc., 55 W. 45th St., N. Y. C., CHickering 4-8421; Dorothy P. Maulsby, Films to order, European footage.

Sherman H. Dryer Productions, 57 W. 58th St., N. Y. C., PLaza 5-5998; Wm. H. Groody, Films to order.

Dudley Pictures Corp., 9908 Santa Monica Blvd., L. A., Crestview 1-7258; Carl Dudley, Films to order, rentals.

**DuMont Television Network; 515 Madison Ave., N. Y. C., MUrray Hill 8-2600; Lawrence Phillips, Kinescoped films of live shows.**

Cal Dunn Studios, 104 S. Michigan Ave., Chicago, State 0247; Cal Dunn, Cartoons, films to order.

Eastern Studios, 3460 32nd St., Astoria, N. Y., RAvenswood 6-4787; R. V. Pollock, TV Film producers.

Eclipse Productions, 834 N. Highland, Hollywood, Highland 8197; Leslie Urbach, Films to order.

Steve Ellis Productions, 2623 Laurel Canyon Blvd., Hollywood, Hu. 2-4741; Steve Ellis.

Encyclopedia Britannica Films, 1150 Wilmette Ave., Wilmette, Ill., Wilmette 6404; F. S. Callier, Educational Films for rental.

Endorsements, Inc., 299 Madison Ave., N. Y. C., MUrray Hill 7-9054; H. F. McCabe, Films for advertising agencies.

Engleman Visual Education Serv., 4754 Woodward Ave., Detroit, Temple 1-5972; Wm. D. Engleman, Films to order, rentals.

Equity Film Exchanges, Inc., 341 W. 44th St., N. Y. C., CIrcle 6-8546, Myron Mills, Films for rental, Newsreels.

Excelsior Pictures Corp., 723 Seventh Ave., N. Y. C., CIrcle 5-6157; Walter Bibo, Films for rental, newsreels.

Jerry Fairbanks, Inc., 6052 Sunset Blvd., Hollywood, Hudson 2-1101; Jerry Fairbanks, Glenn E. Miller, Films to order.

Fair Deal Motion Picture Service, 2040 Chatterton Ave., N. Y. C., TAlmadge 9-6728; Louis Colson, Films to order, rentals.

Federated Television Films, Inc., Hal Roach Studios, Culver City, Cal., Te. 0-2761; Hal Roach, Jr.

Paul J. Fennell Co., 1159 N. Highland, Hollywood, Gl. 1657; John E. Burks.

Film Devices, Inc., 13 E. 37th St., N. Y. C., MUrray Hill 9-4175; Leo R. Dratfield, Industrial shorts for rental.

Filmeffects of Hollywood, 1153 N. Highland Ave., Hollywood, Hollywood 5808; Gilbert R. Scott, Special effects and sequences.

**Film Equities Corp., 1600 Broadway, N. Y. C., CIrcle 7-5850; Jay Williams, Films to order, rentals.**

Film Productions Co., 3650 Fremont Ave., N. Minneapolis, Aldrich 1202; Roy A. Clapp, Films to order.

Film Program Service, 1173 Sixth Ave., N. Y. C., LOngacre 4-8340; Jules Schwerin, Films to order, rentals.

Film Publishers, Inc., 25 Broad St., N. Y. C., HAnover 2-0100; Sherman Price, Films to order, rentals.

Film Studios of Chicago, 135 S. LaSalle St., Chicago, Central 8147; H. A. Spanuth, Films to order, rentals.

Films for Industry, Inc., 135 W. 52nd St., N. Y. C., PLaza 3-2800; Hylan Chesler, Films to order, rentals.

Films of the Nations, Inc., 55 W. 45th St., N. Y. C., CHickering 4-8420; Educational shorts for rental.

Films Unlimited, c/o Coulter & Gray, 9538 Brighton Way, Beverly Hills, Calif., Crestview 6-2085.

Finley Transcriptions, Inc., 8983 Sunset Blvd., Hollywood, Bradshaw 2-2711; Larry Finley, Films to order.

Ben Finney Productions, 8822 Wash., Blvd., Culver City, Cal., Texas 0-2761; Ben Finney, Commercial films to order.

Five Star Productions, 6526 Sunset Blvd., Hollywood, Hollywood 5280; Harry W. McMahan, Films to order, rentals.

Flory Films, Inc., 303 E. 71st St., N. Y. C., REgent 4-0826; Morris Cooper, Commercial, educational and documentary films. Full editing room facilities, tape recording.

**Fotosound Studios, Inc., 20 E. 42nd St., N. Y. C., MUrray Hill 7-0463; Evan J. Anton, Films to order, rentals.**

Fountain Productions, Inc., 779 El Medio, Pac. Palisades, Cal., Crestview 6-9026; Sidney Fields, Films to order.

Fox Movietone News, 460 W. 54th St., N. Y. C., COlumbus 5-7200; Edmund H. Reek, Newsreel films.

Franklin Productions, 10511 Tennessee Ave., W. Los Angeles, Ar. 3-3139; J. J. Franklin.

Gainsborough Associates, 234 W. 44th St., N. Y. C., CHickering 4-5141.

Gamble Productions, Inc., 341 W. 47th St., N. Y. C., CIrcle 6-5952; Bud Gamble, Films to order.

General Film Prod. Corp., 1600 Broadway, N. Y. C., CIrcle 6-6441; Elbert S. Kapit, Films to order, rentals.

General Television Enterprises, Inc., 1117 Guaranty Bldg., Hollywood, Gladstone 4-4146; Gordon Levoy, Distributors motion pictures for TV.

John E. Gibbs & Co., 9 Rockefeller Plaza, N. Y. C., COlumbus 5-4888; John Gibbs, Films to order, rentals.

Gibraltar Pictures, Inc., 1041 N. Formosa Ave., Hollywood, Gr. 5111; Albert Rogell.

Globe 16 mm. Pictures, 5625 Sunset Blvd., Hollywood, Granite 7573; Robert B. Opper, Films to order.

Ogden Goelet, 9421 Wilshire Blvd., Los Angeles, Hollywood 5111.

Jack Goetz, 245 W. 55th St., N. Y. C., CIrcle 7-1920; Jack Goetz, Films to order, rentals.

Martin A. Gosch Prod., Inc., Savoy Plaza Hotel, N. Y. C., VOlunteer 5-2600; Martin A. Gosch, Films to order, rentals.

Jack-O-Gram Studios, 152 W. 42nd St., N. Y. C., LOngacre 5-9255; S. Jack Solomon, Films to order, Commercial Spots.

Marshall Grant Productions, 9155 Sunset Blvd., Hollywood, Crestview 5-1164; Marshall Grant, Films to order.

Graphic Films Corp., 1108 Lillian Way, Hollywood, Granite 2191; Jerome S. Goldberg, Lester Novros.

Gray-O'Reilly Studios, 480 Lexington Ave., N. Y. C., PLaza 3-1531; James E. Gray, Films to order.

**Green Associates, 360 N. Michigan Ave., Chicago, Central 5593; J. Green, Films to order, rentals.**

Grey-Richards Productions, Inc., 6525 Sunset Blvd., Hollywood, He. 1161, He. 2482.

Guaranteed Pictures Co., Inc., 729 Seventh Ave., N. Y. C., CIrcle 5-6456; M. D. Sackett, Films to order, rentals.

Guerin Enterprises, Inc., 6310 Delmar Blvd., St. Louis, Mo., Cabany 2313; C. Douglas Pidgeon, Films, newsreels to order.

Hack Production, 535 N. Laurel Ave., Hollywood, Walnut 2068; Herman Heck, Religious Films.

**Les Hafner & Co., 112 W. 89th St., N. Y. C., TRafalgar 3-1800; Les Hafner, Feature & commercial film producers.**

Paul Hance Productions, Inc., 1776 Broadway, N. Y. C., CIrcle 5-9140; Paul Pence, Films to order.

The Jam Handy Organization, 2821 E. Grand Blvd., Detroit, Mich., Madison 2450; William Murray, Producers of commercial films & spots; Industrial films, slide films, sales training programs.

Hardcastle Films, 818 Olive St., St. Louis, Mo., Central 7620; J. H. Hardcastle, Films to order.

Harfilms, Inc., 600 Baronne St., New Orleans, La., Magnolia 1744; A. Harrison, Jr., Films to order.

Hartley Productions, 20 W. 47th St., N. Y. C., LUxemburg 2-0158; Irving Hartley, Films to order, rentals.

Harvard Film Service, Inc., 421 Washington St., Somerville, Mass., Elliott 4-3057; J. F. Barclay, Jr., Films to order, rentals.

Hathen Productions, 246 S. Van Pelt St., Philadelphia, Locust 7-0126; Stanley P. Hathen, Films to order, rentals.

Hawley-Lord, Inc., 61 W. 56th St., N. Y. C., CIrcle 7-2444; Andre Lord, Educ. Entertainment shorts for rental.

Hayes-Parnell Prod., Inc., 6100 Sunset Blvd., Hollywood, Hollywood, Hollywood 4584; Sam Hayes, Films to order, rentals.

H. B. & K. Films for Telev., 1560 Broadway, N. Y. C., PLaza 7-0759; O. Killingsworth, Films to order.

Leslie Helhena, 932 N. La Brea, Hollywood, Granite 3174; L. Helhena, Films to order, rentals.

Hi-Ways & Bi-Ways Productions, 242 S. Orange Dr., L. A., Yo. 8665, Chick Collins.

Paul Hoefler Productions, 612½ S. Ridgeley Dr., L. A., Whitney 9045, Paul L. Hoefler.

Hoffberg Prod, Inc., 620 Ninth Ave., N. Y. C., CIrcle 6-9031; J. H. Hoffberg, Films for rental.

Hollywood Screen Service, 3731 Potomac, L. A., Ax. 3-1624; Sidney Davis, Seymour S. Klein.

Hollywood Teletopics, 1960 N. Vermont Ave., Hollywood, Normandy 1-2810; C. Arlington, Films to order.

West Hooker Co., 3 East 85th St., N. Y. C., REgent 7-4470; West Hooker, Films to order.

Hopwood, Laufman, Fomund & Cross, 236 N. Clark St., Chicago, Randolph 1644; T. M. Hopwood, Films to order, rentals.

Harry O. Hoyt Productions, 2543 Kelton Ave., Los Angeles, Br. 0-4757; Harry O. Hoyt.

**Richard W. Hubbell & Assoc., 118 E. 40th St., N. Y. C., MUrray Hill 5-1000; Wanda Van Brunt, Films to order.**

Hu Chain Associates, 60 E. 42nd St., N. Y. C., MUrray Hill 2-7125; Hubert V. Chain, Films to order, rentals.

**Ted Hudes Radio Prod., 17 E. 42nd St., N. Y. C., MUrray Hill 9-2473; Ted Hudes, Educ. Shorts for rentals.**

Hudiburg Prod., Inc., 131 E. 51st St., N. Y. C., ELdorado 5-3508; Lucile Hudiburg, Fashion Films to order.

Ideal Pictures Corp., 28 E. 8th St., Chicago, Harrison 5354; Paul R. Foght, Films to order, rentals.

Imagineering Assoc., Inc., 1030 N. McCadden Pl., Hollywood, Hollywood 8777; A. S. Kennard; Commercial films to order.

Impro, Inc., Hal Roach Studios, Culver City, Calif., Ve. 8-2185, ext. 99; Herbert Strock, Harlan Thompson.

Instructional Films, Inc., 330 W. 42nd St., N. Y. C., LOngacre 3-5189; Miller McClintock, Educ. films to order, rentals.

International Film Bureau, Inc., 15 Park Row, N. Y. C., WOrth 4-4887; G. M. Gates, Educ. shorts for rental.

International Film Foundation, Inc., 1600 Broadway, N. Y. C., CIrcle 6-9348; Julian Bryan, Travel films for rental.

International Geographic Pict., 1776 Broadway, N. Y. C., CIrcle 6-4486; J. Allen Julier, Films to order, rentals.

International Movie Prod. Serv., 515 Madison Ave., N. Y. C., ELdorado 5-6620; Ben Gradus, Films to order, rentals.

**International News Serv. TV Dept., 235 E. 45th St., N. Y. C., MUrray Hill 2-0131; Robert H. Reid, Newsreels.**

International Radio & Tele. Features, 322 E. 55th St., N. Y. C., PLaza 6-5781; Jack Lloyd, Films to order.

International 16 mm. Corp., 165 W. 46th St., N. Y. C., PLaza 7-2265; Patrick E. Shanahan, Films to order, rentals.

International Tele-Film Productions, 331 Madison Ave., N. Y. C., MUrray Hill 7-7306; Paul F. Moss, Films to order.

Karel Sound Library, 410 3rd Ave., Pittsburgh, Pa., Grant 3312; Albert G. Karel, Films to order.

Victor Kayfetz, 431 S. Hamel Rd., Los Angeles., Crestview 6-0640; Victor Kayfetz, Films to order.

Vernon Keays Productions, 445 Westmount Dr., Los Angeles, Crestview 6-1775; Vernon J. Keays.

Herbert Kerkow, Inc., 480 Lexington Ave., N. Y. C., ELdorado 5-5635; Herbert Kerkow, Films to order, rentals.

O. Klement, 9667 Olympic Blvd., Beverly Hills, Cal., Crestview 6-0369; O. Klement.

Walter E. Kline & Associates, 8445 Melrose Ave., Hollywood, We. 6156; Fred W. Kline.

Kling Studios, 601 N. Fairbanks St., Chicago, Delaware 7-0400; Jack H. Lieb, Films to order, rentals.

Knickerbocker Prod., Inc., 1600 Broadway, N. Y. C., CIrcle 6-9850; Howard A. Lesser, Films to order, rentals.

Knowledge Builders, 625 Madison Ave., N. Y. C., ELdorado 5-2848; John R. McCrory, Educ. shorts for rental.

Lang-Worth Feature Prog's, Inc., 113 W. 57th St., N. Y. C., CIrcle 6-8410; C. O. Langlois, Sr., Music transcribed on film.

Leppert - Phillips Productions, 6555½ Sepulveda Blvd., Van Nuys, Cal., State 5-0990.

Julian Lesser Programs, 9336 W. Wash., Culver City, Cal., Texas 0-2931; Julian Lesser, Films to order.

Gene Lester Productions, 1487 N. Vine St., Hollywood, Hillside 7287; Gene Lester, Films to order.

Libra Film Distributors & Prod., 6525 Sunset Blvd., Hollywood, Gladstone 7960; C. M. McCoy, Films to order, rentals.

Lieb Brotman Studio, 14 W. 58th St., N. Y. C., PLaza 3-9355; Leo Lieb, Films to order.

Robert Light Prod., Inc., Taft Bldg., Hollywood, Hudson 2-3277; Robert W. Light, Films to order.

**Lion Television Pictures Corp., 1501 Broadway, N. Y. C., PEnnsylvania 6-1780; Earle W. Hammons, TV Film Producer.**

Bob Loewi Prod., Inc., 225A E. 49th St., N. Y. C., MUrray Hill 8-2600; Bob Loewi, Films to order.

Loucks & Norling Studios, 245 W. 55th St., N. Y. C., COlumbus 5-6974; A. H. Loucks, Films to order.

Master Motion Picture Co., 50 Piedmont St., Boston, Mass., Hancock 6-3592; Maurice Master, Films to order.

The March of Time, 369 Lexington Ave., N. Y. C., CIrcle 5-4400; C. W. Pennock, Films to order.

McLarty Picture Prod., 45 Stanley St., Buffalo, N. Y., Taylor 0332; Henry D. McLarty, Films to order.

Meet the Americas Prods., 8820 Sunset Blvd., Hollywood, Cal.; Frank S. Leyva.

Menzies-Finney Prods., 361 So. Canon Dr., Beverly Hills, Cal., Crestview 6-5337; Wm. Cameron Menzies, Ben Finney.

Mercury Int'l Pictures, Inc., 1415 Coast, Corona del Mar, Calif., Harbor 1212; V. E. Ellsworth, Film to order, rentals.

Michigan Film Library, 14540 Grand River Ave., Detroit, Mich., Vermont 7-3706; Alban J. Norris, Religious films to order, rentals.

Midwest Film Studios, 1740 Greenleaf Ave., Chicago, Ill., Sheldrake 1239; Alfred K. Levy, Films to order.

Mini-Films Inc., 819 N. La Cienga, Los Angeles, Calif., Br. 2-3737; Sol Dolgin.

Victoria Mix Inc., 357 S. Roxbury, Beverly Hills, Calif., Crestview 6-1276.

Mogull's, 68 W. 48th St., N.Y.C., PLaza 7-1414; Charles Mogull, Films to order, rentals.

Motion Picture Adv. Service Co., Inc., 1032 Carondolet St., New Orleans, La., Magnolia 4545; C. J. Mabry, Produce & distribute commercial TV films.

Motion Picture Enterprise, 367 W. Spazier, Burbank, Calif., Charleston 6-5032; F. W. Gabourie Jr., Educational Entertainment Films.

Motion Picture Sales, 1600 Broadway, N. Y. C., CIrcle 6-1648; Charles Casanava, Film distributors.

Motion Picture Service Co., 125 Hyde St., San Francisco, Calif., Ordway 3-9162; Gerald L. Karski, Films, newsreels to to order.

Motion Picture Prod. Inc., 620 W. Superior Ave., Cleveland, O., Prospect 4900; Donald C. Jones, Films, newsreels to order.

Movie Advertising Bureau, 70 E. 45th St., N. Y. C., MUrray Hill 6-3717; H. G. Christensen, Films to order.

Martin Murray Prod. Inc., 5746 Sunset, Hollywood, Calif., Hollywood 0022; Martin Murray, Films to order, rentals.

**Music Corp. of America, 745 Fifth Avenue, N. Y. C., PLaza 5-8900; David Werblin, Films to order, rentals.**

National Screen Service Corp., 630 Ninth Ave., N. Y. C., CIrcle 6-5700; Melvin L. Gold, Special trailers, effects, films.

**Nelson Prods., Inc., 341 Madison Ave., N. Y. C., MUrray Hill 6-5862; Raymond E. Nelson, Feature & commercial films to order, live shows.**

News Reel Laboratory, 1733 Sansom St., Phila., Pa., Rittenhouse 6-3892; Louis W. Kellman Films to order, rentals.

**North American Video Prods., 234 W. 44th St., N. Y. C., LAckawanna 4-0385; Max Brown, Stanley Simmons, Charles Obermeyer, Commercial spots, TV programs on film.**

**Nu-Art Films, Inc., 145 W. 45th St., N. Y. C., LUxemburg 2-3273; G. W. Hedwig, Film Distributors, Film program specialists.**

**Official Films, Inc., 25 W. 45th St., N. Y. C., BRyant 9-4655; Irving Leos, Films to order, rentals.**

**Official Television, Inc., (subsidiary of Official Films) 25 W. 45th St., N. Y. C., LUxemburg 2-1700; Irving Leos, Life and film package production, Producer's Sales Reps.**

Orion Pictures, Inc., 5319 Hollywood Blvd., Hollywood, Calif., Hi 2010; Frank C. Griffin.

Oulman Television Prods., Inc., 19 Rector St., N. Y. C., WHitehall 4-1327; R. J. Oulman, Entertainment films to order.

Padula Productions, 331 E. 83rd St., N. Y. C., REgent 7-8678; Edward Padula, Films to order.

Paramount Video Transcriptions, 1501 Broadway, N. Y. C., BRyant 9-8700; George Shupert, Films to order.

Paul Parry Productions, 7557 Sunset Blvd., Hollywood, Calif., GRanite 4774; Paul Parry, Films to order.

Ray Patin Productions, 540 S. Parish Pl., Burbank, Calif., Charleston 8-1019; Ray Patin, Cartoon spot films to order.

Photo Films, 4310 Greenbush, Van Nuys, Calif., State 4-3382; Willard Trumbull, Films, newsreels to order.

Polaris Pictures Inc., 5859 W. 3rd St., Los Angeles, Calif., York 8058; J. C. Hutchinson, Films to order.

Pick Television & Radio Prod., 366 Madison Ave., N. Y. C., VAnderbilt 6-3417; Gerard Pick, Fashion films to order.

Pictorial Films Inc., 625 Madison Ave., N. Y. C., PLaza 5-9600; George J. Bonwick, Shorts for rental.

Pictorial Productions, Inc., 1357 No. Gordon St., Hollywood, Calif., Hillside 3108; G. J. Altfilisch, Films to order.

Polairs Pictures, Inc., 5859 Santa Monica Blvd., Los Angeles, Calif., Yo. 8058; Perry King.

Post Pictures Corp., 115 W. 45th St., N. Y. C., LOngacre 4-7470; Harold Baumstone, Films to order, rentals.

**Press Association, Inc. (AP), 50 Rockefeller Plaza, N. Y. C., CIrcle 6-1111; Oliver Gramling, News & Photo Service.**

Production for Television, 250 W. 57th St., N. Y. C., CIrcle 6-9759; Joseph M. Seiferth, Producers of animated films for TV.

Progressive Pictures, 6351 Thornhill Dr., Oakland, Calif., Olympic 2-0560; Ray Bainbridge, Films to order, rentals.

Radio Television Arts Co., 3819 Wilshire Blvd., Los Angeles, Calif., Exposition 9395, Fi 7520; Miss Doria Balli.

Radiovision Corp., Box 968, Hollywood, Calif., Hillside 8208; Walter J. Nelson, Shorts for rental.

Roland Reed Prod., Inc., 275 S. Beverly, Beverly Hills, Calif., Crestview 6-1101; Roland D. Reed, Guy Thayer, Films to order, rentals.

Regal Television Pictures Corp., 151 W. 46th St., N. Y. C., COlumbus 5-4810; Leo Seligman, Films to order, rentals.

Realm Television Prod., 9155 Sunset Blvd., Los Angeles, Calif., Crestview 6-8500; Norman Elzer, Films to order.

The Religious Film Assn., Inc., 45 Astor Pl., N. Y. C., GRamercy 7-2397; W. L. Rogers, Religious shorts for rental.

Riethof Prod. Inc., 1776 Broadway, N. Y. C., PLaza 7-2199; Wm. W. Riethof, Films to order, rentals.

RKO Pathe, Inc., 625 Madison Ave., N. Y. C., PLaza 9-3600; Jay Bonafield, Films to order.

Hal Roach Television Corp., 882 Washington, Culver City, Calif., Vermont 8-2185, Hal E. Roach, Films to order.

Regency Prod., Inc., 11 E. 49th St., N. Y. C., PLaza 9-3680; Joseph Schaeffer, TV shows, live and film.

David Robbins Prod., 420 Madison Ave., N. Y. C., PLaza 9-4477; David Robbins, Films to order, rentals.

Rockett Pictures, Inc., 6063 Sunset Blvd., Los Angeles, Calif., Granite 7131; J. H. Ebbert.

Danny Rouzer, 2402 Cheremoya, Hollywood, Calif., He. 8093.

Ruby Film Co., 729 Seventh Ave., N. Y. C., CIrcle 5-5640; Edward Ruby, Films to order.

Loren L. Ryder, 6526 Sunset Blvd., Hollywood, Calif., Granite 3651; Loren L. Ryder, Camera, recordings, handling serv.

Sack Television Ent., 308 S. Harwood, Dallas, Tex., Riverside 6474; Alfred N. Sack, Films to order, rentals.

Sackett Television Prod., Bankers Bldg., Phila., Pa., Kingsley 5-7055; Bernard L. Sackett, Films to order, rentals.

Sanft Television Features, 17 E. 42nd St., N. Y. C., MUrray Hill 2-6770; Sidney Sanft, Films to order.

Sarra, Inc., 200 E. 56th St., N. Y. C., PLaza 3-3790; Cullen Landis, Films to order.

Scandia Films, Inc., 220 W. 42nd St., N. Y. C., WIsconsin 7-7059; Ernest Mattson, Swedish Films to order, rentals.

Science Pictures Inc., 642 Lexington Ave., N. Y. C., PLaza 8-2038; Frances C. Thayer, Films to order, rentals.

Sentinel Prods., 5746 Sunset Blvd., Hollywood, Calif., He. 6828; E. R. Harper.

Sepia Productions, 2640½ S. Western Ave., Los Angeles, Calif., Parkway 4436; Eddie Green, Films featuring negroes.

**Sesac, Inc., 475 Fifth Ave., N. Y. C., MUrray Hill 5-5365; K. A. Jadosshon, Transcription library.**

Sherwood Pictures Corp., 1569 Broadway, Brooklyn, N. Y., GLenmore 2-6192; T. Marc Sherwood, Films to order, rentals.

Leon Sigler Pictures, 2620 Corinth Ave., Los Angeles, Calif., Ar. 3-9614; J. Leon Sigler.

Simmel-Meservey, Inc., 321 S. Beverly Dr., Beverly Hills, Calif., Crestview 4-6156; James Warren Sever, Jr.

Skibo Prods., Inc., 165 W. 46th St., N. Y. C., PLaza 7-2265; Patrick E. Shanahan, Films to order, rentals.

Sam Slavik, 1640 W. 25th St., Los Angeles, Calif., Ro. 9517.

**Stephen Slesinger, Inc., 247 Park Ave., N. Y. C., ELdorado 5-2544; Stephen Slesinger, TV film producers.**

Fletcher Smith Studios Inc., 1585 Broadway, N. Y. C., CIrcle 6-5280; Fletcher Smith, Films to order, rentals.

Sono-Chrone Prods., 710 W. 173rd St., N. Y. C., WAdsworth 8-7080; Nathan Zucker, Films to order, rentals.

Sound Masters Inc., 165 W. 46th St., N. Y. C., PLaza 7-6600; H. E. Wondsel, Films to order, rentals.

**Sound Stages, Inc., 112 W. 89th St., N. Y. C., TRafalgar 3-1800; C. F. Vetter, Jr., 16 mm. TV equipment, studio rental.**

Sigmund Spaeth, 400 E. 58th St., N. Y. C., PLaza 8-0879; Sigmund Spaeth, Shorts for rental. Special Purpose Films, Inc., 16 E. 58th St., N. Y. C., PLaza 9-1792; H. W. Howard, Films to order.

Springer Pictures Inc., 341 E. 42nd St., N. Y. C., ORegon 9-0966; Richard D. Farrell, Films to order, rentals.

Standard Radio Trans. Serv., 360 N. Michigan Blvd., Chicago, Ill., State 3153; M. M. Blink, Transcription library.

**Sterling Films, Inc., 61 W 56th St., N. Y. C., CIrcle 7-2443; Carl King, Films to order, rentals.**

Steven Televised Presentations, Inc., 153 Fifth Ave., N. Y. C., GRamercy 3-5228; Jewel Steven, Producers of live and film feature and commercial TV Shows.

Strickland Film Co., 141 Walton St., N. W., Atlanta, Ga., Lamar 7991; Robert B. Strickland, Films, newsreels to order.

**Irvin Paul Sulds, Inc., 654 Madison Ave., N. Y. C., TEmple 8-7025; I. P. Sulds, Producers and packaging of live TV Shows.**

John Sutherland Prods., Inc., 206 N. Occidental, Los Angeles, Calif., Fa. 2196; Ross Sutherland.

Sun Dial Films Inc., 625 Madison Ave., N. Y. C., MUrray Hill 8-1050; Samuel A. Datlowe, Films to order, rentals.

Swank Films, Inc., 19 W. 4th St., Dayton, Ohio, Hemlock 2379; Jerrold A. Swank, Films to order.

Tarshis - Herbert Productions, 5916 David Ave., Los Angeles, Hi 8271; Herman Tarshis.

Tel Air Associates, 366 Madison Ave., N. Y. C., VAnderbilt 6-3417; Mort H. Singer Jr., Films to order.

Tele-America Inc., 170 S. Beverly, Beverly Hills, Cal., Crestview 1-0204; Thor L. Brooks, Films to order, rentals.

Telecast Films, Inc., 145 W. 45th St., N. Y. C., Robert Wormhoudt, Films to order, rentals.

**Telecasters Programs Syndicate, 2217 Maraville Dr., Hollywood, Hollywood 5869; Bruce Eells & Assoc., Cooperative program syndication via film on a cost, plus basis for TV stations.**

Tele-color Films, 444 E. 58th St., N. Y. C., PLaza 3-7817; Tom Seidel, Films to order.

**Telecomics Inc., 247 Park Ave., N. Y. C., ELdorado 5-2544; John F. Howell, Animated TV film producers.**

Telefeatures Inc., 1366 N. Van ness, Hollywood, Hillside 7341; George Frank, Sam Coslow, Films to order, rentals.

Telefilm Inc., 6039 Hollywood Blvd., Hollywood, Hollywood 7205; Don McNamara, Films to order, rentals.

Telenews Productions Inc., 1600 Broadway, N. Y. C., CIrcle 7-7364; John H. Tobin, Films, newsreels to order.

**Telepak Inc., 170 So. Beverly Dr., Beverly Hills, Cal., Robert Longenecker, Live and film shows for TV.**

Telepictures Inc., 247 Park Ave., N. Y. C., ELdorado 5-2544; John F. Howell, TV film producers.

**Tele-Theatre Productions, 33 W. 58th St., N. Y. C., Charles W. Christenberry Jr., Package programs for TV & Radio.**

Tele-Tours, 6848 Hinds, N. Hollywood, Su. 2-5838, DeWitt McCann, Irving Berlin.

Television Adv. Prod. Inc., 360 N. Michigan Blvd., Chicago, State 5941; Ardien B. Rodner, Films to order, rentals.

Television Art Enterprises, 4333 Rhodes Ave., N. Hollywood, Sunset 3-1923; Shamus Culhane, Films to order, rentals.

Television Arts Productions, 111 Sutter, San Francisco, Cal., Sutter 1-4551; J. T. Ward, Cartoon Films to order.

Television Cartoons Inc., 361 W. Broadway, N. Y. C., BEekman 3-7176; Robert Brotherton, Films to order.

Television Films of America, Box 2222, Hollywood, Hudson 2-4048; Jack Parker, Films to order, rentals.

Television Film Ind. Corp., 340 Third Ave., N. Y. C., LExington 2-6780; George H. Cole, Films to order, rentals.

Television Highlights Inc., 1697 Broadway, N. Y. C., PLaza 7-7073; Sy Weintraub, Films to order, rentals.

Television Motion Pictures Co., 1650 Broadway, N. Y. C., CIrcle 6-0691; Jack Goldberg, Films featuring Negroes.

Television Reporter Prod., 1338 N. Laurel Ave., Hollywood, Hillside 0016; Richard Krolick, Films to order.

Tele Visual Productions, 1313 Lafayette Bldg., Detroit, Woodward 5-0909; H. G. Kerbawy, Films to order, rentals.

Marshal Templeton Inc., 214 Ford Bldg., Detroit, Mich., Cadillac 6868; Marshal E. Templeton, Films to order, rentals.

Mischa Terr, 454 S. Robertson, Los Angeles, Cal., Crestview 6-7448, Crestview 1-6211.

Toddy Pictures Co., 723 Seventh Ave., N. Y. C., CIrcle 6-9446; Ted Toddy, Films to order.

Transfilm Inc., 35 W. 45th St, N. Y. C., LUxemburg 2-1400; W. Miesegaes, Films to order, rentals.

Transvideo Corp. of America, 2 W. 46th St., N. Y. C., LUxemburg 2-1280, George Luttinger, Films to order, rentals.

Triangle Films, 1697 Broadway, N. Y. C., COlumbus 5-1403-4; Dorothea Lee McEvoy, Films to order.

Tri-Video Productions Inc., 15 Central Pk. West, N. Y. C., PLaza 7-8538; Jack Goldstein, Production and distribution of TV films.

TV Film Comp., 6039 Hollywood Blvd., Hollywood, Hollywood 7205; R. F. Maroney, Films to order.

TV Films Inc., 34-60 32nd St., Astoria, N. Y., RAvenswood 6-4787; R. V. Pollock, Commercial Films to order.

Twentieth Century-Fox Corp., 444 W. 56th St., N. Y. C., COlumbus 5-3320; Peter G. Lavathes, Film to order, rentals.

**Twin City Television Lab., Lyceum Theatre, Minneapolis, Minn., Lincoln 4708; Joseph H. Beck, Laboratory Training in the television production arts.**

United Film Service, 2449 Charlotte St., Kansas City 8, Mo., Harrison 5840; W. Hardy Hendren Jr., Production & distribution 35 mm. commercial films.

**United Press Assn., 220 E. 42nd St., N. Y. C., MUrray Hill 2-0400; LeRoy Keller, Newsreels, news photos.**

United Prod. Of America, 1133 N. Highland, Hollywood, Hillside 8244; Stephen Bosustow, Films to order, rentals.

United Productions Inc., 654 Madison Ave., N. Y. C., TEmpleton 8-8300; Lou Dahlman, Newsreels.

United World Films Inc., 445 Park Ave., N. Y. C., PLaza 9-1200; Stephen Alexander, Films to order, rentals.

Unitel Inc., 1730 N. Las Palmas, Hollywood, Hollywood 7572; Stanley Simmons, Films to order.

Vallee-Video, 5746 Sunset Blvd., Hollywood, Hollywood 7381; Rudy Vallee, Joe Parker, Films to order.

Variety Productions, 1345 N. Hayworth Ave., Hollywood, Hollywood 5433, Crestview 1-6211; Hal Gerard, Frank B. McDonald.

Video Associates Inc., 515 Madison Ave., N. Y. C., PLaza 3-7966; Philip Brodsky, Films to order.

**Video Varieties Corp., 41 E. 50th St., N. Y. C., MUrray Hill 8-1162; George W. Goman, Production TV film programs, film commercials, business, films, slide films.**

Videor Productions, 34 So. 17th St., Philadelphia, Locust 4-3966; Franklin O. Pease, Films to order.

Visual Art Films, 118 Ninth St., Pittsburgh, Pa., Atlantic 6333, L. D'Antonio, Religious films to order, rentals.

Visual Arts Prod. Inc., 2 W. 46th St., N. Y. C., LUxemburg 2-4047; Sidney Rosenbaum, Films to order, rentals.

Visual Specialists Inc., 444 Madison Ave., N. Y. C. PLaza 3-8730; Henry C. Gipson, Films to order, rentals.

Wade-Farnham Productions, 144 W. 55th St., N. Y. C., CIrcle 7-6797; Roger Wade-Moultan H. Farnham, Films to order.

Louis Weiss & Co., 4336 Sunset Blvd., Hollywood, Normandy 1-6883; Adrian Weiss, Films to order, rentals.

Welgot Trailer Service, 630 Ninth Ave., N. Y. C., CIrcle 6-6450; Martin Gottlieb, Films to order.

**West Coast Sound Studio, 610 W. 57th St., N. Y. C., CIrcle 7-2062; Martin Henry, Full 35 mm. and 16 mm. film production facilities; RCA sound equipment.**

Wilding Picture Prod. Inc., 1345 Argyle St., Chicago, Long Beach 8410; C. H. Bradfield Jr., Films to order.

Wilding Pictures, 5981 Venice Blvd., Los Angeles, We. 0183; Al Herman.

Willard Pictures Inc., 45 W. 45th St., N. Y. C., LUxemburg 2-0430; John M. Squiers Jr., Film to order.

Willoughby Pictures Inc., Suite 600, 1600 Broadway, N. Y. C., CIrcle 6-9580; E. T. Anderson, Religious Films to order, Rentals.

Winik Films Corp., 625 Madison Ave., N. Y. C., PLaza 3-0684; Leslie Winik, Films to order.

Raphael G. Wolff Studios, 1714 N. Wilton Pl., Hollywood, Gr. 6126; Raymond Ring.

**World Broadcasting System Inc., 501 Madison Ave., N. Y. C., MUrray Hill 8-4700; A. B. Sambrook, Transcription Library.**

**The World Today Inc., 450 W. 56th St., N. Y. C., CIrcle 5-5067; Maynard Gertler, Producers of educational & Commercial films for TV, travel films to order.**

**World Video Inc., 718 Madison Ave., N. Y. C., REgent 4-6615, Henry S. White, Films to order, rentals.**

**WPIX Inc. (New York Daily News), 220 E. 42nd St., N. Y. C., MUrray Hill 2-1234; Robert L. Coe, Films, Newsreels for rental.**

Emerson Yorke Studio, 35 W. 45th St., N. Y. C., BRyant 9-9091; Emerson Yorke, Films to order, rentals.

Young America Films Inc., 18 E. 41st St., N. Y. C., LExington 2-4111; Godfrey Elliott, Shorts for rental.

Harold Young Prod., Inc., 119 W. 57th St., N. Y. C., CIrcle 5-8459; Harold M. Young, Films to order, rentals.

Youth Films, 7904 Santa Monica Blvd., Hollywood, Hi 3913; Ray Berquist.

**Ziv Television Programs, Inc., 501 Madison Ave., N. Y. C., MUrray Hill 8-4700; John L. Sinn, Films to order, rentals.**

# FILM—THE ET OF TELEVISION?

By JOHN L. SINN, *President, Ziv Television Programs, Inc.*

*John L. Sinn*

IF we hear it once, we hear it a thousand times: "Film is to television what transcriptions are to radio." Repeated often enough, that statement augurs well to become a truism that will be accepted regardless of its accuracy. So right now, while television is young, let us examine that statement.

Commercial radio started in 1922. The first electrical transcription arrived on the radio scene circa 1932. During those intervening 10 years, live and network radio made strides which transcriptions have been many years endeavoring to overtake. And frankly, during the first 10 years of transcribed radio, the transcriptions industry did not run a very good race. Why? It was simply a case of technological advancement. During those first 10 years, transcription quality left much to be desired. So, in fact, we find that live radio had a 20-year lead over transcriptions.

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Is that the situation in the case of film for television? Quite the contrary. It must be obvious to all that film is the farthest advanced. Film is the giant. Television is entering the race 20 years late. And it is probable that it will take "live" television many more years to develop the technical skills which are commonplace on film.

Therefore, it is my opinion that film is not the *transcription* of television. Film is, indeed, the backbone of television. And that is as it should be, for film permits creative production such as live television will probably never overtake.

The FCC Blue Book recites "Transcriptions offer to the writer, director, producer of programs the same technical advantages that the moving picture industry achieves through cutting room techniques." Those cutting room techniques are just one of the minor advantages that film offers over live television. There never was a "live" program that could not be improved by editing. And editing is a joy when you work with film. The fluffed line, the orchestra clinker, the flat top note are easily removed from the sound track on film. And anyone who has watched three, four and frequently five sound tracks being blended into one perfect sound track by expert sound men, realizes the new vistas of production achievement available to audio because of film.

Even greater advantages are available on film as applied to the visual. Such customary optical techniques as wipes, flip-overs, etc., are tricks made easy when your television program is produced on film.

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Retakes. There's a word that Hollywood has "sold" to the movie-going public. But what a joy it is to the television producer and performer to be able to retake and retake again until a perfect "take" is obtained. The movie-going public, having been spoiled by the camera perfection of Hollywood "A" pictures, is not going to be satisfied with live television obviously missing the perfection obtainable only from retakes. How about shows filmed off the kinescope? This is unquestionably a convenient device for delayed telecasts of live shows. But obviously film off the kinescope imposes on the program producer the very same restrictions that hamper him in the production of a live television show, and offers none of the advantages of genuine film production such as we know in theatrical movies.

Film off the kinescope offers no retakes, practically no editing, none of the tricks like opticals, wipes, dissolves, etc. Errors that appeared in the live broadcast remain on the film off the kinescope.

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Listeners and viewers love a good show. The movies have made them completely sophisticated. They expect the perfection that they see only on capably-produced film. Therein lies the future of television.

Stations love good shows at good times on their schedules. Television film guarantees a better show . . . and permits the station to schedule the show with greater flexibility which means better programming and greater audiences.

Is film the transcription of television? I would say that programs on film are the epitome of television.

# What's Wrong With Tele?

*Radio and TV editors on the East Coast who are within the range of local stations and also view network programs were asked "What's Wrong With Television?" as one of the questions in the first TV editors survey conducted by the Year Book of Television. Some of their answers are printed below:*

"It is following the same old radio tragedy; sponsor holding the reins, networks abandoning their responsibilities, public getting adolescent entertainment, little adult fare, and almost no intelligent public service programming. Trouble is radio and TV are still considered 'show business' and nothing more."—*James S. Gratton, Evening Gazette, Worcester, Mass.*

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"Television is still groping in the dark. Tough job to compete with the mystery and imagery that can be concocted with words alone. Seeing the thing destroys all the illusion. Must be a wedding of the two. Variety shows are not the answer, unless intimate and staged in emcee's home. Variety killed vaudeville and will do the same to television."—*Nick A. Kenny, Daily Mirror, New York City.*

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"Too often, it's only radio with cameras in front of it. The films are old; the prints are sometimes bad; the editing is poor. Not enough art work is used in announcements, introductions, etc., and few TV programs establish a definite mood or personality. Too many programs have that bare, studio background."—*Paul Denis, New York Post and Home News.*

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"Some of the movies are too dark . . . feature films break down and you see only half the picture . . . programs are not fully and accurately listed in advance . . . If old films are necessary, run real old films. Some films and featurettes are run over and over, I've seen certain shorts five or six times."—*Abe J. Greene, Evening News, Paterson, N. J.*

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"Bad camera technique. Even programs which show good TV sense (well chosen material, etc.) often lose out because camera technique doesn't show to full advantage."—*Washington radio editor.*

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"Television reminds me of the very poor early home movies."—*J. P. Stratton, News Leader, Richmond, Va.*

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"Writers, writers, writers! Budgets for shows must include premium prices for writers to attract them from other fields. Look what Hollywood has done with mediocre talent—thanks to writers. Directors are important too—obviously—but they've got to have something to work with."—*Merrill Panitt, Philadelphia Inquirer, Philadelphia, Pa.*

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"Too many old movies, long and short; too many sports events—especially wrestling and boxing; too many musical and variety shows."—*Harriet Van Horne, World-Telegram, New York City.*

# ABC'S VIDEO EXPANSION

By ROBERT E. KINTNER, *Exec. V. P., American Broadcasting Company*

*R. E. Kintner*

IN 1948, within six months, the American Broadcasting Company moved from a blue print stage to an important position in the television field.

During those six months we have placed in operation owned and operated television stations in New York, Chicago and Detroit; in addition, signed affiliation agreements with fifteen independently owned and operated TV stations; inaugurated regular program service to an Eastern and a Midwestern television network; acquired sites for unsurpassed TV facilities in New York and on the West Coast; and are preparing to launch two more owned and operated TV outlets on the Pacific Coast.

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In its 1947 Annual Report, ABC announced that its would have on the air or under construction its own television stations in New York, Chicago, Detroit, Los Angeles and San Francisco with the next year. The network also announced that it looked toward the building of strong regional networks as the basis of a national ABC television network as cable facilities became available. And, in that report, ABC stated that it was exploring program content and techniques with a view toward placing itself in a strong position for the launching of telecasting over its own facilities.

I think that it will be evident to everyone who has followed television's progress during 1948 that we have achieved all of our objectives.

In July of 1948, ABC acquired in New York City the site for its Television Center, now in the process of completion, on a block-deep location adjacent to Central Park. There the network is presently constructing the largest television studios in the nation.

On August 10 the first of our owned and operated television stations, WJZ-TV, went on the air in New York City and within the next two months WENR-TV, in Chicago, and WXYZ-TV, in Detroit, were placed in operation.

In October, ABC purchased from Warner Bros. the 20-acre Vitagraph motion picture lot in Hollywood as the site for its television operations in the Los Angeles region; and the network had previously purchased the Sutro mansion, in San Francisco, for reconstruction to house its television headquarters in that area. Within the first half of 1949 ABC expects to put on the air KECA-TV in Los Angeles and KGO-TV in San Francisco. All of our owned and operated TV stations will operate on Channel 7.

•

Plans had been laid early in 1948 for the affiliation of important television stations in major U. S. markets. These plans have become realities. We now are able, through our affiliations with key outlets in Boston, Philadelphia, Baltimore and Washington to present a solid television front in the East with a rapidly growing representation of even greater proportions in the midwest.

Our efforts to establish intercommunication between the East and Midwest will be rewarded as soon as cable facilities are completed. Meanwhile, valuable impetus has been given by ABC's new "Video Recording" system.

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ABC's television programming policy, from the start of operations, has been based upon two fundamental precepts—(1) emphasis on diversification, so that we may satisfy the varied preferences of the greatest number of viewers, and (2) making valuable contributions to the development of new techniques designed to take full advantage of the almost limitless potentialities of television.

Fortified by the lessons we have learned during the past year and encouraged by the progress of this new medium as an art form, ABC hopes to play a significant role in television during 1949, a year which will certainly see millions, instead of thousands, of Americans relying upon television for a large part of its entertainment and information.

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★

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# TV TRANSMITTER TRENDS

By HERBERT E. TAYLOR, JR., *Mgr., TV Transmitter Div., Allen B. Du Mont Laboratories, Inc.*

*H. E. Taylor, Jr.*

NOT too long ago the broadcasting industry found itself speculating widely on the future of television and the effect it might have on the future of standard radio broadcasting. Today little doubt remains: television is currently a good two years ahead of schedule; its patterns, potentialities and place in the home entertainment field can be adequately appraised. Which simply means that television has arrived.

Tremendous strides have been made during the past twelve months. Television's growth is unmatched in the history of American industry. Monthly receiver production has increased some 2000 per cent over the early months of 1949, and 330 per cent over the early months of 1948. At the current rate of production, more than 2,000,000 television sets will have been produced and installed by 1950. Meanwhile, a total of 57 television broadcast stations are currently in operation. A total of 15 major market areas, representing over 30 per cent of the U. S. sales potential, are currently served by four major networks through coaxial cable or radio relay. Almost every station not on a network line receives and regularly schedules network shows by means of the new Teletranscription service.

Advertisers no longer study the advisability of television as a means of advertising and selling merchandise. Rather, full concentration is on the type of show, budget allocations, and the procurement of time on the air most suitable for the product.

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And telecast time is no longer restricted to the evening hours. Daytime programming has proved that television can equal and even excell the pull of standard radio any time of day, depending of course on the type of program.

Current transmitter trends assure the possibility of television service in every marketing area of 50,000 population or more. Preconceived ideas of Hollywood techniques, tremendous programming facilities and numerous operating personnel, have been proven erroneous as applied to the average broadcast station. Broadcasters can now thing of television as a sound business venture requiring capital investments far less than the excessive figures predicted in the pioneering days of the industry.

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Coaxial cable and radio relay networks preclude the necessity of extensive and costly studio and transmitting installations for other than key stations initiating the programs. A proven equipment "package" installation at a cost in the order of from $60,000 to $80,000 permits a broadcaster to inaugurate a television broadcast service and to meet operating expenses almost from the first month. Station personnel can be limited to five people working efficiently. This type of station will not, of course, originate many programs aside from films and slides. It will, however, provide the best in programming from a national network originating source in a major city. The effective radiated power of this station is in the order of 1.5 to 5 KW depending on the channel allocation. Increased power is attained at any future time, if required, through the addition of power amplifiers. This important factor of expanding the transmitting facilities is obtained at little cost and with no obsolescence.

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Remote areas not served by a direct network line can be erected at modest cost comparable with a direct-feed network station. The development and continuing improvement of the Teletranscription has made network service feasible to these remote areas, and top-notch programming possible. The combination Teletranscription and film operation provides professional programming far superior to the average potential or local talent, although the top interest in local personalities and sports and events is not to be overlooked in the long-range planning.

The development of UHF and the establishment of standards in this frequency spectrum can be expected by the end of 1949 or the first few months of 1950. The additional channels made possible by the exploitation of ultra high frequencies will open new doors in television broadcasting.

*For Complete List of Radio-TV Equipment Manufacturers See Page 1169*

# TOP TEN TV NEWS EVENTS

## Of 1948

*Below are the top ten video news stories of the past year, compiled especially for the Year Book of Television by the news chiefs of the four networks. Their selections follow:*

### ABC

THOMAS VELOTTA

Election Coverage
Philadelphia Conventions
Metropolitan Opera Opening
Hiss-Chambers Hearings
World Series
Truman's Return to Washington
Special Session of Congress
Louis-Walcott Fight
Kosenkina Case
UN Coverage

### NBC

ADOLPH SCHNEIDER

Election Coverage
Berlin Situation—Air Lift
Republican Convention
Democratic Convention
Palestine Situation
Spy Probes
Operation of ECA
Birth of Princess Elizabeth's Baby
Death of Babe Ruth
1948 Olympics

### CBS

EDMUND CHESTER

Election Coverage
Truman's Return to Washington
Philadelphia Conventions
Winter Olympics
UN Paris Meetings
Special Session of Congress
World Series
Fighting in Palestine
UN-American Activities Committee Hearings
N. Y. Herald-Tribune Forum

### DuMONT

JAMES CADDIGAN

Election Coverage
Republican Convention
Democratic Convention
Progressive Convention
Truman's Return to Washington
N. Y. Blizzard, December, 1947
Return of War Dead
Un-American Activities Committee Hearings
Easter Parade
Kosenkina Case

*For Complete List of TV Programs See Page 1082*

# FREQUENCY MODULATION

*FM Stations In Operation*

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*Stations Listed by States — Cities*

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*Chief Executive*

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*FM Association—Personnel*

**Serving the Nation's 2nd Market,**

**Half the Population of California!**

WITH 58,000 Watts!*

*From Transmitter atop
6000 ft. Mount Wilson.

*From Hollywood's newest
and finest FM studios.

**KFMV 94.7 Megacycles**

**UNION BROADCASTING
CORPORATION OF CALIFORNIA**

**6540 Sunset Blvd., Hollywood 28, Calif.**

Cliff Gill, *General Manager*

Dan Russell, *Program Director*

For the best in

radio news writing

# AP

Available through

membership

# FM Broadcast Stations In Operation
## As of Jan. 1, 1949

## ALABAMA

| City | Call Letters | Licensee | Frequency (mc) | Chief Executive |
|---|---|---|---|---|
| Anniston | WHMA-FM | Harry M. Ayers | 100.5 | Harry M. Ayers, Pres. |
| Bessemer | WJLD-FM | Johnston Bcstg. Co | 104.7 | George Johnston, Jr., Pres. |
| Birmingham | WAFM-FM | Voice of Ala., Inc | 99.5 | Thad Holt, Pres. |
| Birmingham | WSGN-FM | The Birmingham News Co | 93.7 | Henry P. Johnston, Gen. Mgr. |
| Gadsden | WJBY-FM | Gadsen Bcstg. Co | 103.7 | B. H. Hopson, Pres. |
| Huntsville | WHBS-FM | The Huntsville Times Co | 95.1 | Richard Warner, Gen. Mgr. |
| Mobile | WABB-FM | Mobile Press Register, Inc | 102.1 | R. B. Chandler, Pres. |
| Mobile | WKRG-FM | Giddens & Rester | 99.9 | F. F. Busby, Gen. Mgr. |
| Mobile | WMOB-FM | Nunn Bctg. Corp | 97.5 | Gilmore N. Nunn, Pres. |
| Montgomery | WCOV-FM | G. W. Covington, Jr | 94.5 | G. W. Covington, Jr., Owner |
| Montgomery | WMGY-FM | Dixie Bcstg. Co | 107.5 | Dr. S. L. Suggs, Pres. |
| Montgomery | WSFA-FM | Montgomery Bctg. Co., Inc | 103.3 | Howard E. Pill, Pres. |
| Sylcauga | WSYO | Southeastern Bcstg. Co | 101.9 | |

## ARKANSAS

| | | | | |
|---|---|---|---|---|
| Blytheville | KLCN-FM | Harold L. Sudbury | 96.1 | Harold L. Sudbury, Gen. Mgr. |
| Fort Smith | KFPW-FM | Southwestern Hotel Co | 94.9 | J. A. England, Pres. |
| Fort Smith | KFSA-FM | Southwestern Pub. Co | 107.7 | Donald W. Reynolds, Pres. |
| Jonesboro | KBTM-FM | Regional Bcstg. Co | 101.9 | John E. Brown, Pres. |
| Siloam Springs | KUOA-FM | KUOA, Inc. | 105.7 | John E. Brown, Pres. |

## CALIFORNIA

| | | | | |
|---|---|---|---|---|
| Alameda | KONG | Times Star Pub. Co | 104.9 | Abraham Kofman, Pres. |
| Bakersfield | KERN-FM | McClatchy Bcstg. Co | 94.1 | Eleanor McClatchy, Pres. |
| Bakersfield | KMAR | Marmat Radio Co | 92.5 | |
| Burbank | KWIK | Burbank Bcstrs., Inc | 94.3 | James F. Furns, Pres. |
| Chico | KVCI-FM | Golden Empire Bcstg. Co., Inc | 101.1 | Hugh McClung, Sr., Pres. |
| Eureka | KRED | Redwood Bcstg. Co | 96.3 | William B. Smulling, Pres. |
| Fresno | KARM-FM | The George Harm Station | 101.9 | Hattie Harm, Pres. |
| Fresno | KRFM | Calif. Inland Bcstg. Co | 93.7 | J. E. Rodman, Pres. |
| Hollywood | KECA-FM | American Bcstg. Co | 95.5 | Clyde Scott, Gen. Mgr. |
| Hollywood | KFMV | Unity Bcstg. Corp | 94.7 | Cliff P. Mayer, Pres. |
| Hollywood | KHJ-FM | Don Lee Bcstg. System | 101.1 | Lewis Allen Weiss, Pres. |
| Hollywood | KMPC-FM | Station of Stars | 100.3 | G. A. Richards, Owner |
| Long Beach | KNOB | Cerritos Bcstg. Co | 103.1 | Jay E. Tapp, Gen. Mgr. |
| Long Beach | KRJM | John H. Poole | 103.1 | John H. Poole, Pres. |
| Los Angeles | KCLI | Cannon & Callister | 105.1 | Earle C. Anthony, Pres. |
| Los Angeles | KFI-FM | Earle C. Anthony, Inc | 105.9 | |
| Los Angeles | KKLA | Echo Pk. Evangelistic Assoc | 97.1 | Dr. Rolf K. McPherson, Pres. |
| Los Angeles | KMGM | MGM Studios, Inc | 98.7 | N. M. Schenck, Pres. |
| Los Angeles | KNX-FM | Columbia Bcstg. System | 93.1 | Frank Stanton, Pres. |
| Los Angeles | KRKD-FM | Radio Bcstrs., Inc | 96.3 | Ned Connor, Gen. Mgr. |
| Marysville | KMYC-FM | Marysville-Yuba Bcstrs., Inc | 99.9 | H. E. Thomas, Pres. |
| Merced | KVME | Merced Bcstg. Co | 97.5 | Hugh McClung, Pres. |
| Modesto | KBEE | McClatchy Bcstg. Co | 103.3 | Eleanor McClatchy, Pres. |
| Modesto | KTRB-FM | KTRB Bcstg. Co | 104.1 | William H. Bates, Jr., Pres. |
| Monterey | KDON-FM | Monterey Peninsula Bcstg. Co | 94.5 | Paul H. Caswell, Pres. |
| Oakland | KLX-FM | Tribune Bldg. Co | 101.3 | J. R. Knowland, Jr., Pres. |
| Ontario | KOCS-FM | The Daily Reporter | 93.5 | Jerene A. Harnish, Pres. |
| Pasadena | KAGH-FM | KAGH, Inc. | 98.3 | Andrew G. Haley, Pres. |
| Redding | KVRE | Golden Empire Bcstg. Co | 103.9 | Hugh McClung, Pres. |
| Richmond | KRCC | Contra Costa Bcstg. Co | 104.5 | Leo E. Owens, Pres. |
| Riverside | KPOR | Bcstg. Corp of America | 97.5 | W. L. Gleeson, Pres. |
| Sacramento | KCRA-FM | KCRA, Inc. | 96.1 | Ewing C. Kelly, Pres. |
| Sacramento | KFBK-FM | McClatchy Bcstg. Co | 96.9 | Eleanor McClatchy, Pres. |
| Sacramento | KXOA-FM | Sacramento Bcstrs., Inc | 107.9 | Lincoln Dellar, Pres. |
| San Bernardino | KBMT | Sun Co. of San Bernardino | 99.9 | James A. Guthrie, Pres. |
| San Bernardino | KFXM-FM | Lee Bros. Bcstg. Co | 95.1 | Clifford Lee, Pres. |
| San Bruno | KSBR | Radio Diablo, Inc | 101.5 | Orrin H. Brown, Pres. |
| San Diego | KFMB-FM | Jack Gross Bcstg. Co | 101.5 | Jack O. Gross, Pres. |
| San Diego | KFSD-FM | Airfan Radio Corp., Ltd | 94.1 | Thomas E. Sharp, Pres. |
| San Diego | KSDO | Sam Diego Bcstg. Co | 96.5 | C. A. Smith, Pres. |
| San Diego | KWFM | Studebaker Bcstg. Co | 104.7 | Fred Rabell, Gen. Mgr. |
| San Francisco | KGO-FM | American Bcstg. Co | 106.1 | Gayle V. Grubb, Gen. Mgr. |
| San Francisco | KJBS-FM | KJBS Bcstrs. | 98.9 | E. P. Franklin, Gen. Mgr. |

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|---|---|---|---|---|
| San Francisco | KNBC-FM | National Bcstg. Co | 99.7 | John W. Elwood, Gen. Mgr. |
| San Francisco | KQW-FM | Pacific Agric. Foundation | 103.7 | Ralph R. Brunton, Pres. |
| San Francisco | KRON-FM | Chronicle Pub. Co | 96.5 | Charles Thieriot, Gen. Mgr. |
| San Francisco | KSGH | Pacific Bcstg. Co | 94.9 | Charles A. Gibson, Pres. |
| San Francisco | KWBR-FM | Warner Bros. | 97.3 | Stafford W. Warner, Pres. |
| San Jose | KLOK-FM | Valley Bcstg. Co | 98.5 | E. L. Barker, Pres. |
| San Jose | KRPO | FM Radio & Tele Corp | 92.3 | Patrick H. Peabody, Pres. |
| San Jose | KSJO-FM | Santa Clara Bcstg. Co | 95.3 | |
| San Luis Obispo | KVEC-FM | The Valley Electric Co | 99.9 | Christine M. Jacobson, Pres. |
| Santa Ana | KVOE-FM | Voice of the Orange Empire | 96.7 | Ernest L. Spencer, Pres. |
| Santa Maria | KRJM | Santa Maria Daily Times | 103.1 | R. C. & S. C. Hancock, Owners |
| Sausalito | KDFC-FM | Sundial Bcstg. Corp | 102.1 | William R. Crocker, Pres. |
| Stockton | KGDM-FM | E. F. Peffer | 92.9 | E. F. Peffer, Pres. |

# COLORADO

| | | | | |
|---|---|---|---|---|
| Denver | KFEL-FM | Eugene P. O'Fallon, Inc | 97.3 | Gene O'Fallon, Gen. Mgr. |
| Denver | KLZ-FM | KLZ Bcstg. Co | 94.1 | Hugh B. Terry, Mgr. |
| Denver | KOA-FM | National Bcstg. Co | 95.7 | Niles Trammell, Pres. |

# CONNECTICUT

| | | | | |
|---|---|---|---|---|
| Danbury | WLAD-FM | Berkshire Bcstg. Corp | 93.3 | Robert V. Doran, Pres. |
| Greenwich | WGCH | Greenwich Bcstg. Corp | 95.9 | Walter S. Lemmon, Pres. |
| Hartford | WDRC-FM | The Conn. Bcstg. Co | 93.7 | Franklin M. Doolittle, Pres. |
| Hartford | WTHT-FM | Hartford Times, Inc | 106.1 | C. Glover DeLaney, Gen. Mgr. |
| Hartford | WTIC-FM | Travelers Bcstg. Service Corp | 96.5 | Jesse W. Randell, Pres. |
| Meriden | WMMW-FM | Silver City Crystal Co | 95.7 | Carl A. Schultz, Pres. |
| New Britain | WKNB-FM | New Britain Bcstg. Co | 103.7 | Julian Gross, Pres. |
| New Haven | WAVZ-FM | The New Haven Bcstg. Corp | 95.1 | Edward S. Minor, Pres. |
| New Haven | WBIB | The Colony Bcstg. Corp | 100.7 | Samuel Botwinik, Pres. |
| New Haven | WEMI-FM | Conn. Radio Foundation | 107.9 | Harry C. Wilder, Pres. |
| New Haven | WNHC-FM | Elm City Bcstg. Corp | 99.1 | Patrick J. Good, Pres. |
| New London | WNLC-FM | The Thames Bcstg. Corp | 99.5 | Gerald J. Morey, Pres. |
| Stamford | WSTC-FM | The Western Conn. Bcstg. Co | 96.7 | Kingsley Gillespie, Pres. |

# DELAWARE

| | | | | |
|---|---|---|---|---|
| Wilmington | WAMS-FM | Wilmington Tri-State Bcstg. Co | 96.1 | Frank S. Carrow, Pres. |

# DISTRICT OF COLUMBIA

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|---|---|---|---|---|
| Washington | WASH | Commercial Radio Equip. Co | 97.1 | Everett L. Dillard, Pres. |
| Washington | WCFM | Cooperative Bcstg. Assn | 99.5 | H. F. Kern, Gen. Mgr. |
| Washington | WINX-FM | WINX Bcstg. Co | 96.3 | Philip L. Graham, Pres. |
| Washington | WMAL-FM | Evening Star Bcstg. Co | 107.3 | S. H. Kauffmann, Pres. |
| Washington | WOL-FM | Cowles Bcstg. Co | 98.7 | Gardner Cowles, Pres. |
| Washington | WQQW-FM | Radio Station WQQW, Inc | 103.5 | Morris, Rodman, Pres. |
| Washington | WRC-FM | National Bcstg. Co | 96.3 | Niles Trammell, Pres. |
| Washington | WWDC-FM | Capital Bcstg. Co | 101.1 | Joseph Katz, Pres. |

# FLORIDA

| | | | | |
|---|---|---|---|---|
| Daytona Beach | WNDB-FM | News-Journal Corp. | 94.5 | Julian Davidson, Pres. |
| Ft. Lauderdale | WGOR-FM | Gore Pub. Co | 106.5 | J. W. Dickey, Exec. V. P. |
| Gainesville | WRUF-FM | U. of Florida | 104.1 | Maj. Garland Powell, Dir. |
| Jacksonville | WJAX-FM | City of Jacksonville | 95.1 | George A. Pierce, Commr. in Chg. |
| Jacksonville | WJHP-FM | The Metropolis Co | 96.9 | John H. Perry, Pres. |
| Jacksonville | WMBR-FM | Florida Bcstg. Co | 96.1 | Frank King, Pres. |
| Miami | WGBS-FM | Fort Industry Co | 96.3 | George B. Storer, Pres. |
| Miami | WIOD-FM | Isle of Dreams Bcstg. Corp | 97.3 | Daniel J. Mahoney, Pres. |
| Miami | WQAM-FM | Miami Bcstg. Co | 94.9 | John S. Knight, Pres. |
| Miami | WWPB-FM | Paul Brake | 101.5 | Paul Brake, Owner |
| Miami Beach | WKAT-FM | WKAT, Inc. | 93.1 | Frank Katzentine, Pres. |
| Miami Beach | WLRD | Mercantile Bcstg. Co | 93.9 | Alan H. Rosenson, Pres. |
| Orlando | WHOO-FM | Orlando Daily Newspapers | 96.5 | Martin Anderson, Pres. |
| Palm Beach | WWPG-FM | Palm Beach Bcstg. Corp | 97.9 | Charles E. Davis, Pres. |
| Pensacola | WCOA-FM | Pensacola Bcstg. Co | 98.9 | John H. Perry, Pres. |
| St. Petersburg | WTSP-FM | Pinellas Bcstg. Co | 102.5 | N. P. Poynter, Pres. |
| Tallahassee | WTAL-FM | John H. Phipps | 103.9 | John H. Phipps, Pres. |
| Tampa | WDAE-FM | Tampa Times Co | 105.7 | David E. Smiley, Pres. |
| Tampa | WFLA-FM | Tribune Co. | 93.3 | C. G. Baskerville, Gen. Mgr. |
| W. Palm Beach | WJNO-FM | WJNO, Inc. | 98.7 | Marshall Heminway, Pres. |

# GEORGIA

| | | | | |
|---|---|---|---|---|
| Athens | WGAU-FM | J. K. Patrick & Co | 99.5 | C. A. Rowland, Pres. |
| Atlanta | WAGA-FM | Liberty Bcstg. Co | 103.3 | George B. Storer, Pres. |
| Atlanta | WATL-FM | Atlanta Bcstg. Co | 97.5 | J. W. Woodruff, Sr., Pres. |
| Atlanta | WBGE-FM | General Bcstg. Co | 95.5 | Mike Benton, Pres. |
| Atlanta | WCON-FM | Constitution Pub. Co | 98.5 | Clark Howell, Pres. |
| Atlanta | WGST-FM | Univ. System of Ga | 94.1 | F. M. Sparatlin, Pres. |
| Atlanta | WSB-FM | Atlanta Journal Co | 104.5 | J. Leonard Reinsch, Mgng. Dir. |
| Cedartown | WGAA-FM | Northwest Ga. Bcstg. Co | 96.1 | O. C. Lam, Pres. |
| Columbus | WDAK-FM | Radio Columbus | 707.9 | Allen M. Woodall, Pres. |
| Columbus | WGBA-FM | Ga.-Ala. Bcstg. Corp | 95.1 | A. H. Chapman, Pres. |
| Columbus | WRBL-FM | Columbus Bcstg. Co | 93.3 | J. W. Woodruff, Pres. |

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|---|---|---|---|---|
| LaGrange | WLAG-FM | LaGrange Bcstg. Co. | 104.1 | Roy C. Swank, Pres. |
| Macon | WBML-FM | Middle Ga. Bcstg. Co | 100.7 | E. D. Black, Pres. |
| Macon | WMAZ-FM | Southwestern Bcstg. Co | 99.1 | George P. Rankin, Pres. |
| Macon | WNEX-FM | Macon Bcstg. Co | 96.9 | E. M. Lowe, Pres. |
| Newnan | WCOH-FM | Newnan Bcstg. Co | 92.3 | James Thomasson, Gen. Mgr. |
| Rome | WRGA-FM | Rome Bcstg. Corp | 106.5 | John W. Quarles, Pres. |
| Savannah | WSAV-FM | WSAV, Inc. | 100.3 | Herben Daniel, Pres. |
| Savannah | WTOC-FM | Savannah Bcstg. Co | 97.3 | William T. Knight, Jr., Pres. |
| Toccoa | WLET-FM | R. G. LeTourneau | 102.9 | R. G. LeTourneau, Pres. |
| Valdosta | WGOV-FM | E. D. Rivers | 92.5 | E. D. Rivers, Owner |
| West Point | WRLD-FM | Valley Bcstg. Co | 102.9 | L. J. Duncan, Pres. |

# IDAHO

| | | | | |
|---|---|---|---|---|
| Boise | KIDO-FM | KIDO, Inc. | 106.1 | George M. Davidson, Pres. |
| Nampa | KFXD-FM | Frank E. Hurt & Son | 101.9 | Frank E. Hurt, Pres. |
| Pocatello | KSEI-FM | Radio Service Corp | 96.5 | O. P. Soule, Pres. |
| Twin Falls | KTFI-FM | Radio Bcstg. Corp | 99.7 | O. P. Soule, Pres. |

# ILLINOIS

| | | | | |
|---|---|---|---|---|
| Alton | WOKZ-FM | Ill.-Alton Bcstg. Co | 99.9 | J. R. Paulos, Gen. Mgr. |
| Aurora | WBNU | Copley Press, Inc | 103.9 | Bob Diller, Gen. Mgr. |
| Bloomington | WJBC-FM | Bloomington Bcstg. Corp | 101.5 | Loring Merwin, Pres. |
| Brookfield | WRGK | George M. Ives | 103.1 | George M. Ives, Pres. |
| Canton | WBYS-FM | Fulton County Bcstg. Co | 100.9 | Harold R. Winsor, Pres. |
| Carbondale | WCIL-FM | Southern Ill. Bcstg | 100.7 | Paul F. McRoy, Pres. |
| Champaign | WDWS-FM | Champaign-News Gazette, Inc | 97.5 | J. A. McDermott, Gen. Mgr. |
| Chicago | WBBM-FM | Columbia Bcstg. System | 99.3 | H. Leslie Atlass, V. P. |
| Chicago | WBIK | Balaban & Katz Corp | 96.3 | John Balaban, Gen. Mgr. |
| Chicago | WCFL-FM | Chicago Fedr. of Labor | 104.3 | William A. Lee, Pres. |
| Chicago | WEFM | Zenith Radio Corp | 99.5 | E. F. McDonald, Jr., Pres. |
| Chicago | WENR-FM | American Bcstg. Co | 94.7 | Mark Woods, Pres. |
| Chicago | WFMF | WJJD, Inc. | 100.3 | Marshall Field, Pres. |
| Chicago | WGNB | WGN, Inc. | 98.7 | Frank P. Schreiber, Mgr. |
| Chicago | WMAQ-FM | National Bcstg. Co | 101.1 | Niles Trammell, Pres. |
| Chicago | WMBI-FM | Moody Bible Inst. of Chicago | 95.5 | Robert L. Constable, Gen. Mgr. |
| Chicago | WXRT | Radio Station WXRT | 101.9 | Robert O. Miller, Gen. Mgr. |
| Cicero | WEHS | WHFC, Inc. | 97.9 | R. W. Hoffman, Pres. |
| Decatur | WSOY-FM | Commodore Bcstg., Inc | 102.1 | F. W. Schabu, Pres. |
| Elmwood Park | WLEY | Elmwood Pk. Bcstg. Corp | 107.1 | Zeb Zarnecki, Pres. |
| Evanston | WEAW | North Shore Bcstg. Co., Inc | 105.1 | Edward A. Wheeler, Pres. |
| Freeport | WFJS | Freeport-Standard Pub. Co | 102.5 | Donald L. Breed, Pres. |
| Harrisburg | WEBQ-FM | Harrisburg Bcstg. Co | 99.9 | Inglis M. Taylor, Gen. Mgr. |
| Herrin | WJPF-FM | Orville W. Lyerla | 98.5 | Orville W. Lyerla, Pres. |
| Jacksonville | WLDS-FM | Edge & Korsmeyer | 100.5 | E. J. Korsmeyer, Gen. Mgr. |
| Kankakee | WKIL | Kankakee Daily Journal Co | 100.7 | Leslie C. Small, Pres. |
| Mt. Vernon | WMIX-FM | Mt. Vernon Radio & TV Corp | 94.1 | John R. Mitchell, Pres. |
| Oak Park | WOAK | Gale Bcstg. Co | 98.3 | Bernard Jacobs, Pres. |
| Peoria | WMBD-FM | Peoria Bcstg. Co | 92.5 | Edgar L. Bill, Pres. |
| Quincy | WQDI | Quincy Newspapers, Inc | 105.1 | A. O. Lindsay, Pres. |
| Quincy | WTAD-FM | Lee Bcstg., Inc | 99.5 | Lee P. Loomis, Pres. |
| Rock Island | WHBF-FM | Rock Island Bcstg. Co | 98.9 | Ben H. Potter, Pres. |
| Springfield | WCVS-FM | WCVS, Inc. | 102.9 | H. L. Dewing, Pres. |
| Springfield | WTAX-FM | WTAX, Inc. | 103.7 | Oliver J. Keller, Pres. |
| Waukegan | WKRS | Keystone Prtg. Service, Inc | 106.7 | Frank H. Just, Pres. |
| Woodstock | WILA | Northern Ill. Bcstg. Co | 92.1 | |

# INDIANA

| | | | | |
|---|---|---|---|---|
| Columbus | WCSI | Syndicate Theatres, Inc | 93.7 | Joseph P. Finneran, Pres. |
| Connersville | WCNB-FM | News-Examiner Co. | 100.3 | Emmett M. Jackson, Gen. Mgr. |
| Crawfordsville | WFMU | Journal Review | 102.9 | Foster Fudge, Owner |
| Elkhart | WTRC-FM | Truth Pub. Co | 100.7 | R. R. Baker, Gen. Mgr. |
| Evansville | WIKY-FM | South Central Bcstg. Corp | 104.1 | John A. Engelbrecht, Pres. |
| Evansville | WMLL | On the Air, Inc | 94.5 | Clarence Leich, Gen. Mgr. |
| Fort Wayne | WFTW-FM | Ft. Wayne Bcstg., Inc | 103.7 | Edward G. Thomas, Pres. |
| Fort Wayne | WKJG-FM | Northern Ind. Bcstg. Co | 106.1 | William A. Kunkel, Jr., Pres. |
| Fort Wayne | WOWO-FM | Westinghouse Radio Stations, Inc. | 96.1 | Walter Evans, Pres. |
| Hammond | WJIZ-FM | South Shore Bcstg. Corp | 92.3 | Robert C. Adair, Pres. |
| Indianapolis | WXLW-FM | Radio Indianapolis, Inc | 94.7 | Samuel R. Sutphin, Pres. |
| Kokomo | WKMO-FM | Kokomo Bcstg. | 99.9 | Dr. R. S. Taylor, Pres. |
| Lafayette | WFAM-FM | WFAM, Inc. | 95.1 | O. E. Richardson, Pres. |
| Marion | WMRI | Chronicle Pub. Co | 106.9 | Gardner J. Thomas, Pres. |
| Muncie | WMUN | Tri-City Radio Corp | 104.1 | D. A. Burton, Pres. |
| New Castle | WCTW | Courier-Times, Inc. | 103.1 | Walter S. Chambers, Sr., Pres |
| Shelbyville | WSRK | Shelbyville Radio, Inc | 101.3 | John C. DePrez, Pres. |
| South Bend | WSBF | South Bend Tribune | 101.3 | F. A. Miller, Pres. |
| Terre Haute | WBOW-FM | Banks of the Wabash, Inc | 101.1 | William F. Reppitae, Gen. Mgr |
| Terre Haute | WTHI-FM | Wabash Valley Bcstg | 99.9 | Anton Hulman, Jr., Pres. |
| Warsaw | WRSW | Reub Williams & Sons | 107.3 | R. B. Williams, Pres. |
| Washington | WFML | Washington Radio, Inc | 106.5 | Paul R. Bausman, Pres. |

# IOWA

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|---|---|---|---|---|
| Burlington | KBUR-FM | Burlington Bcstg. Co. | 92.9 | Dan T. Riley, Pres. |
| Cedar Rapids | KCRK | The Gazette Co. | 96.9 | J. F. Hladky, Vice-Pres. |
| Clinton | KROS-FM | Clinton Bcstg. Co. | 96.1 | William S. Jacobsen, Pres. |
| Council Bluffs | KFMX | Nonpareil Bcstg. Co. | 96.1 | Robert R. O'Brien, Pres. |
| Davenport | WOC-FM | Tri-City Bcstg. Co. | 103.7 | Col. B. J. Palmer, Pres. |
| Des Moines | KCBC-FM | Majestic Bcstg. Co. | 94.1 | George P. E. Caesar, Jr., Pres. |
| Des Moines | KRNT-FM | Cowles Bcstg. Co. | 104.5 | Gardner Cowles, Pres. |
| Des Moines | KSO-FM | Murphy Bcstg. Co. | 97.3 | Kingsley H. Murphy, Pres. |
| Des Moines | WHO-FM | Central Bcstag. Co. | 100.3 | Col. B. J. Palmer, Pres. |
| Dubuque | KDTH-FM | Telegraph-Herald | 100.5 | F. W. Woodward, Pres. |
| Dubuque | WDBQ | Dubuque Bcstg. Co. | 103.3 | James D. Carpenter, Pres. |
| Fort Dodge | KFMY | Northwest Bcstg. Co. | 102.7 | Edward Breen, Pres. |
| Keokuk | KOKX-FM | Keokuk Bcstg. Co. | 102.7 | H. W. Stadler, Pres. |
| Mason City | KGLO-FM | Lee Radio, Inc. | 101.1 | Lee P. Loomis, Pres. |
| Sioux City | KSCJ-FM | Perkins Bros. Co. | 94.9 | W. R. Perkins, Pres. |
| Waterloo | KXEL-FM | Josh Higgins Bcstg. Co. | 105.7 | Joe DuMond, Pres. |

# KANSAS

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|---|---|---|---|---|
| Garden City | KGAR-FM | Albert B. Pyatt | 99.3 | Albert B. Pyatt, Pres. |
| Hutchinson | KIMV | Hutchinson Pub. Co. | 105.7 | John P. Harris, Pres. |
| Hutchinson | KWBW | Radio Station KWBW | 93.1 | William Wyse, Pres. |
| Kansas City | KSBS | Sun½ower Bcstg. System, Inc. | 105.9 | Harry Butler, Pres. |
| Topeka | WIBW-FM | Topeka Bcstg. Assn., Inc. | 102.5 | H. S. Blake |
| Topeka | WREN-FM | WREN Bcstg. Co. | 94.1 | J. S. Major, Gen. Mgr. |
| Wichita | KFH-FM | Radio Station KFH Co. | 100.3 | Frank V. Webb, Gen. Mgr. |

# KENTUCKY

| | | | | |
|---|---|---|---|---|
| Ashland | WCMI-FM | Ashland Bcstg. Co. | 93.7 | Gilmore N. Nunn, Pres. |
| Bowling Green | WBON | Bowling Green Co. | 101.1 | Ken D. Given, Pres. |
| Henderson | WSON-FM | Henderson Bcstg. Co., Inc. | 99.5 | Pierce E. Lackey, Pres. |
| Hopkinsville | WHOP-FM | Hopkinsville Bcstg. Co., Inc. | 98.7 | Pierce E. Lackey, Pres. |
| Louisville | WBOX | Northside Bcstg. Corp. | 100.7 | J. Porter Smith, Pres. |
| Louisville | WHAS-FM | WHAS, Inc. | 99.7 | Barry Bingham, Pres. |
| Louisville | WRXW | WAVE, Inc. | 95.1 | George W. Norton, Jr., Pres. |
| Owensboro | WOMI-FM | Owensboro Bcstg. Co. | 92.5 | L. W. Hager, Pres. |
| Owensboro | WVJS-FM | Owensboro On the Air, Inc. | 96.1 | Vincent J. Steele, Pres. |
| Paducah | WKYC | Paducah Newspapers, Inc. | 93.3 | Edward J. Paxton, Pres. |
| Paducah | WPDA-FM | Paducah Bcstg. Co., Inc. | 96.9 | Pierce E. Lackey, Pres. |

# LOUISIANA

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|---|---|---|---|---|
| Alexandria | KALB-FM | Alexandria Bcstg. Co., Inc. | 96.9 | Walter H. Allen, Pres. |
| Alexandria | KPDR-FM | Central La. Bcstg. Corp. | 99.7 | E. Levy, Pres. |
| Baton Rouge | WAFB-FM | Modern Bcstg. Co. | 104.3 | Louis S. Prejean, Pres. |
| Baton Rouge | WBRL | Baton Rouge Bcstg. Co., Inc. | 98.1 | Charles P. Manship, Jr., Pres. |
| Baton Rouge | WLCS-FM | Airwaves, Inc. | 101.1 | Harry B. Nelson, Pres. |
| Lafayette | KVOL-FM | Evangeline Bcstg. Co. | 96.1 | George H. Thomas, Pres. |
| Monroe | KMFM | Liner's Bcstg. Co., Inc. | 104.1 | J. C. Liner, Pres. |
| New Orleans | WDSU-FM | Stephens Bcstg. Co. | 105.3 | E. A. Stephens, Pres. |
| New Orleans | WRCM | Supreme Bcstg. Co., Inc. | 97.1 | William Cortada, Pres. |
| New Orleans | WSMB-FM | WSMB, Inc. | 102.7 | E. V. Richards, Pres. |
| New Orleans | WTPS-FM | Times Picayune | 95.7 | L. K. Nicholson, Pres. |
| New Orleans | WWLH | Loyola University | 100.3 | Rev. T. J. Shields, Pres. |
| Shreveport | KWKH-FM | International Bcstg. Corp. | 94.5 | John D. Ewing, Pres. |

# MAINE

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|---|---|---|---|---|
| Bangor | WGUY-FM | Guy Gannett Bcstg. Services | 93.1 | Guy P. Gannett, Pres. |
| Lewiston | WCOU-FM | Twin City Bcstg. Co. | 93.9 | Faust Couture, Pres. |
| Portland | WGAN-FM | Guy Gannett Bcstg. Services | 101.9 | Guy P. Gannett, Pres. |

# MARYLAND

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|---|---|---|---|---|
| Annapolis | WNAV-FM | Capital Bcstg. Co. | 99.1 | Alfred C. Paves, Pres. |
| Baltimore | WCAO-FM | Monumental Radio Co. | 102.7 | Lewis H. Milbourne, Pres. |
| Baltimore | WFBR-FM | Baltimore Radio Show | 101.9 | Robert S. Maslin, Pres. |
| Baltimore | WITH-FM | Maryland Bcstg. Co. | 104.3 | Thomas G. Tinsley, Jr., Pres. |
| Baltimore | WMAR-FM | A. S. Abell Co. | 97.9 | Paul Patterson, Pres. |
| Baltimore | WMCP | Belvedere Bcstg. Co. | 94.7 | Thomas F. McNulty, Pres. |
| Bradbury Heights | WBUZ | Chesepeake Bcstg. Co. | 96.7 | Leslie L. Altmann, Pres. |
| Cumberland | WCUM-FM | Tower Realty Co., Inc. | 102.9 | Karl F. Steinmann, Pres. |
| Cumberland | WTBO-FM | Cumberland Bcstg. Co. | 106.9 | Mrs. Aurelia S. Becker, Owner |
| Frederick | WFMD-FM | Monocacy Bcstg. Co. | 101.5 | Laurence Leonard, Pres. |
| Hagerstown | WJEJ-FM | Hagerstown Bcstg. Co., Inc. | 104.7 | Grover C. Crilley, Pres. |
| Salisbury | WBOC-FM | Peninsula Bcstg. Co. | 97.5 | John W. Downing, Pres. |
| Silver Spring | WGAY-FM | Tri-Suburban Bcstg. Corp. | 102.3 | John W. Kluge, Pres. |
| Silver Spring | WHIP | Montgomery FM Bcstg. Corp. | 103.9 | Ann Iren Alpert, Pres. |

# MASSACHUSETTS

| | | | | |
|---|---|---|---|---|
| Boston | WBMS-FM | WBMS, Inc. | 104.1 | Jack N. Berkman, Pres. |
| Boston | WBZ-FM | Mass. Bcstg. Corp. | 92.9 | Walter Evans, Pres. |
| Boston | WCOP-FM | Columbia Bcstg. System | 100.7 | John Cowles, Pres. |

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|---|---|---|---|---|
| Boston | WEEI-FM | Westinghouse Radio Stations, Inc. | 103.3 | Frank Stanton, Pres. |
| Boston | WHDH-FM | Matheson Radio Co., Inc. | 94.5 | Robert B. Choate, Pres. |
| Boston | WNAC-FM | The Yankee Network, Inc. | 98.5 | John Shepard, 3rd, Chm. of Bd. |
| Brockton | WBET-FM | Enterprise Pub. Co. | 97.7 | Charles A. Fuller, Gen. Mgr. |
| Cambridge | WXHR | Middlesex Bcstg. Corp. | 96.9 | Frank Lyman, Jr., Pres. |
| Chicopee | WACE-FM | Regional Bcstg. Co. | 100.3 | David Hayes, Pres. |
| Fall River | WCFR | Narragansett Bcstg. Co. | 93.5 | George L. Sisson, Jr., Pres. |
| Fall River | WSAR-FM | Fall River Bcstg. Co. | 103.7 | Melvin Lahr, Pres. |
| Fitchberg | WEIM-FM | WEIM Fitchburg, Inc. | 104.7 | Henry G. Molina, Jr., Pres. |
| Greenfield | WHAI-FM | John Haigis | 98.3 | John W. Haigis, Pres. |
| Haverhill | WHAV-FM | Haverhill Gazette Co. | 92.5 | John T. Russ, Pres. |
| Holyoke | WHYN-FM | Hampden-Hampshire Corp. | 93.1 | Charles N. DeRose, Gen. Mgr. |
| Lawrence | WLAW-FM | Hildreth & Rogers Co. | 93.7 | Irving E. Rogers, Pres. |
| Lowell | WLLH-FM | Merrimac Bcstg. Co., Inc. | 99.5 | Gerald Harrison, Pres. |
| Lynn | WLYN-FM | Puritan Bcst. Service, Inc. | 105.5 | A. M. Morgan, Pres. |
| New Bedford | WBSM | Bay State Bcstg. Co. | 97.3 | Joseph P. Duchaine, Pres. |
| New Bedford | WFMR | E. Anthony & Sons, Inc. | 98.1 | Basil Brewer, Pres. |
| North Adams | WMFM | James A. Hardman | 97.5 | J. Gordon Keyworth, Gen. Mgr. |
| Pittsfield | WBEC-FM | Western Mass. Bcstg. Co. | 94.3 | Donald B. Miller, Pres. |
| Springfield | WBZA-FM | Westinghouse Radio Stations, Inc. | 97.1 | Walter Evans, Pres. |
| Springfield | WNAS-FM | WMAS, Inc. | 94.7 | Gerald Harrison, Pres. |
| Springfield | WSFL | Springfield Bcstg. Co. | 101.9 | |
| Springfield | WSPR-FM | WSPR, Inc. | 97.9 | Quincy A. Brackett, Pres. |
| West Yarmouth | WOCB-FM | E. Anthony & Sons, Inc. | 94.3 | Basil Brewer, Pres. |
| Worcester | WGTR | Yankee Network, Inc. | 99.1 | John Shepard, 3rd, Chmn of Bd. |
| Worcester | WTAG-FM | WTAG, Inc. | 96.1 | E. E. Hill, Exec. Vice-Pres. |

# MICHIGAN

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|---|---|---|---|---|
| Ann Arbor | WPAG-FM | Washtenaw Bcstg. Co., Inc. | 98.7 | Arthur E. Greene, Pres. |
| Battle Creek | WELL-FM | Federated Publications, Inc. | 96.1 | A. L. Miller, Pres. |
| Bay City | WBCM-FM | Bay Bcstg. Co., Inc. | 96.1 | Harley D. Peet, Pres. |
| Benton Harbor | WHFB-FM | Palladium Pub. Co. | 99.9 | S. R. Banyon, Pres. |
| Detroit | WJBK-FM | Detroit Bcstg. Co. | 93.1 | George B. Storer, Pres. |
| Detroit | WJLB-FM | Booth Radio Stations, Inc. | 97.9 | John L. Booth, Pres. |
| Detroit | WJR-FM | WJR, The Goodwill Stations, Inc. | 96.3 | Harry Wismer, Gen. Mgr. |
| Detroit | WLDM | Lincoln Bcstg. Co. | 95.5 | Ellis C. Thompson, Gen. Mgr. |
| Detroit | WWJ-FM | Evening News Assn. | 97.1 | Harry Bannister, Gen. Mgr. |
| Detroit | WXYZ-FM | WXYZ, Inc. | 101.1 | James G. Riddell, Gen. Mgr. |
| Flint | WAJL | Advertisers Press, Inc. | 107.1 | Donald E. Johnson, Pres. |
| Grand Rapids | WFRS | Grand Rapids Bcstg. Corp. | 92.5 | Gerald R. Loop, Gen. Mgr. |
| Grand Rapids | WLAV-FM | Leonard A. Versluis | 96.9 | Leonard A. Versluis, Owner |
| Jackson | WIBM-FM | WIBM, Inc. | 92.3 | Herman Radner, Pres. |
| Mt. Clemens | WMLN | Macomb Pub. Co. | 106.3 | Paul W. McKee, Pres. |
| Muskegon | WKBZ-FM | Ashbacker Radio Corp. | 106.5 | Grant F. Ashbacker, Pres. |
| Muskegon | WMUS-FM | Greater Muskegon Bcstrs., Inc. | 100.5 | William C. Wester, Pres. |
| Owosso | WOAP-FM | Argus Press Co. | 103.1 | M. H. Wirth, Gen. Mgr. |
| Pontiac | WCAR-FM | WCAR, Inc. | 99.5 | H. Y. Levinson, Pres. |
| Port Huron | WTTH-FM | Times-Herald Co. | 99.1 | Louis A. Weil, Pres. |
| Royal Oak | WEXL-FM | Royal Oak Bcstg. Co. | 104.3 | George B. Hartrick, Pres. |
| Saginaw | WSAM-FM | Saginaw Bcstg. Co. | 98.1 | M. L. Greenebaum, Pres. |
| Wyandotte | WJJW | The Wyandotte News Co. | 103.1 | C. Lee Edwards, Pres. |

# MINNESOTA

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|---|---|---|---|---|
| Duluth | WEBC-FM | Head of the Lakes Bcstg. Co. | 92.3 | Morgan Murphy, Pres. |
| Mankato | KYSM-FM | Clements & Co. | 103.5 | John F. Meagher, Gen. Mgr. |
| Minneapolis | KBTR | Bethesda Bcstg. Assn. | 98.5 | Henry B. Prince, Pres. |
| Minneapolis | WTCN-FM | Minn. Bcstg. Corp. | 97.1 | R. B. Ridder, Pres. |
| Rochester | KROC-FM | Southern Minn. Bcstg. Co. | 94.7 | Mrs. Gregory P. Gentling, Pres. |
| St. Cloud | KFAM-FM | Times Pub. Co. | 104.7 | Fred Schilplin, Pres. |
| St. Paul | KSTP-FM | KSTP, Inc. | 102.1 | Stanley E. Hubbard, Pres. |
| St. Paul | WMIN-FM | WMIN Bcstg. Co. | 99.5 | Frank E. Devaney. Gen. Mgr. |
| Winona | KWNO-FM | Winona Radio Service | 97.5 | M. H. White, Pres. |

# MISSISSIPPI

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| Greenville | WJPR-FM | Radio Services Co. | 101.9 | Emmet H. McMurry, Gen. Mgr. |
| Gulfport | WGCM-FM | WGCM Bcstg. Co. | 101.5 | Hugh O. Jones, Pres. |
| Jackson | WJDX-FM | Lamar Life Insur. Co. | 102.9 | Wiley P. Harris, Gen. Mgr. |
| Meridian | WMOX-FM | Birney Imes, Jr. | 98.5 | Birney Imes, Jr., Pres. |

# MISSOURI

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|---|---|---|---|---|
| Jefferson City | KWOS-FM | Capital Bcstg. Co. | 98.5 | R. C. Goshorn, Pres. |
| Joplin | WMBH-FM | Joplin Bcstg. Co. | 96.1 | D. J. Poynor, Pres. |
| Kansas City | KCFM | KCMO Bcstg. Co. | 94.9 | T. L. Evans, Pres. |
| Kansas City | KMBC-FM | Midland Bcstg. Co. | 100.5 | Arthur B. Church, Pres. |
| Kansas City | KOZY | Commercial Radio Equip. Co. | 98.1 | Everett L. Dillard, Pres. |
| Kansas City | WHB-FM | WHB Bcstg. Co. | 102.1 | Donald Dwight Davis, Pres. |
| Kennett | KBOA-FM | Kennett Bcstg. Corp. | 98.9 | Paul C. Jones, Pres. |
| Poplar Bluff | KWOC-FM | Radio Station KWOC | 94.5 | A. L. McCarthy, Pres. |
| St. Joseph | KFEQ-FM | KFEQ, Inc. | 92.3 | Barton Pitts, Gen. Mgr. |
| St. Louis | KFUO-FM | Evangelical Lutheran Synod. of Mo. | 104.1 | Rev. H. H. Hohenstein, Gen. Mgr. |

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| St. Louis | KSD-FM | Pulitzer Pub. Co. | 96.1 | Joseph Pulitzer, Pres. |
| St. Louis | KWGD | Globe-Democrat Pub. Co. | 98.1 | E. Lansing Ray, Pres. |
| St. Louis | KWK-FM | Thomas Patrick, Inc. | 99.1 | Robert T. Convey, Pres. |
| St. Louis | KXLW-FM | St. Louis County Bcstg. Co. | 101.1 | Guy Runnion, Pres. |
| St. Louis | KXOK-FM | Star Times Pub. Co. | 93.7 | Elzey Roberts, Pres. |
| St. Louis | WEW-FM | The St. Louis University | 95.1 | Nicholas Pagliara, Gen. Mgr. |
| St. Louis | WIL-FM | Mo. Bcstg. Corp. | 97.3 | L. A. Benson, Pres. |
| Springfield | KTTS-FM | Independent Bcstg. Co. | 94.7 | J. H. G. Cooper, Pres. |

# NEBRASKA

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|---|---|---|---|---|
| Lincoln | KFAB-FM | KFAB Bcstg. Co. | 97.9 | Fred S. Sidles, Chmn. of Bd. |
| Lincoln | KFOR-FM | Cornbelt Bcstg. Corp. | 102.9 | James Stuart, Pres. |
| Omaha | KBON-FM | Inland Bcstg. Co. | 98.7 | Paul R. Fry, Vice-Pres. |
| Omaha | KOAD | World Pub. Co. | 92.9 | H. Doorly, Pres. |

# NEVADA

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|---|---|---|---|---|
| Las Vegas | KENO-FM | Nev. Bcstg. Co. | 103.9 | Maxwell Kelch, Owner |
| Reno | KWRN-FM | Reno Newspapers, Inc. | 95.5 | Merritt C. Speidel, Pres. |

# NEW HAMPSHIRE

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|---|---|---|---|---|
| Claremont | WTSV | WLOB, Inc. | 106.1 | |
| Manchester | WKBR-FM | Granite State [illegible] Co. | 100.1 | William Barkley, Pres. |
| Manchester | WMUR-FM | The Radio Vo[illegible] N. H., Inc. | 95.7 | Francis P. Murphy, Pres. |
| Nashua | WOTW-FM | Nashua Bcstg. [illegible] | 106.3 | Arthur A. Newcomb, Pres. |
| Portsmouth | WFMI | WHEB, Inc. | 107.3 | Charles M. Dale, Pres. |

# NEW JERSEY

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| Alpine | WFMN | Edwin H. Armstrong | 93.1 | Dr. Edwin H. Armstrong, Owner |
| Asbury Park | WCAP-FM | Radio Industries Bcstg. Co. | 107.1 | Walter W. Reid, Jr., Pres. |
| Asbury Park | WJLK | Asbury Park Press, Inc. | 94.3 | Wayne D. McMurray, Pres. |
| Atlantic City | WBAB-FM | Press-Union Pub. Co. | 100.7 | Albert J. Feyl, Pres. |
| Atlantic City | WFPG-FM | Neptune Bcstg. Corp. | 98.5 | John H. Laux, Pres. |
| Bridgeton | WSNJ-FM | Eastern States Bcstg. Corp. | 98.9 | Sen. Elmer W. Wene, Pres. |
| Jersey City | WFMO | Fidelity Media Bcstg. Corp. | 103.1 | Lewis King, Gen. Mgr. |
| Newark | WAAT-FM | Bremer Bcstg. Corp. | 94.7 | Irving R. Rosenhaus, Pres. |
| New Brunswick | WCTC-FM | Chanticleer Bcstg. Co. | 98.3 | James L. Howe, Pres. |
| New Brunswick | WDHN | Home News Pub. Co. | 93.5 | Elmer B. Boyd, Pres. |
| Trenton | WTOA | Mercer Bcstg. Co. | 97.5 | Jerome P. McCarthy, Gen. Mgr. |
| Paterson | WWDX | The Passaic Daily News | 107.1 | Arthur Mundorff, Gen. Mgr. |
| Plainfield | WXNJ | WXNJ, Inc. | 103.9 | Harold O. Bishop, Pres. |

# NEW YORK

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|---|---|---|---|---|
| Albany | WROW-FM | Hudson Valley Bcstg. Co., Inc. | 93.9 | Dr. John J. Quinlan, Pres. |
| Albany | WRWR | Champlain Valley Bcstg. Corp. | 95.5 | Stephen R. Rintoul, Pres. |
| Binghamton | WNBF-FM | Clark Assoc., Inc. | 100.5 | John C. Clark, Sr., Pres. |
| Buffalo | WBEN-FM | WBEN, Inc. | 106.5 | Edward H. Butler, Pres. |
| Buffalo | WBNY-FM | Roy L. Albertson | 92.9 | Roy L. Albertson, Pres. |
| Buffalo | WEBR-FM | WEBR, Inc. | 96.9 | Cy King, Gen. Mgr. |
| Buffalo | WWOL-FM | Greater Erie Bcstg. Co. | 104.1 | Leon Wyszatycki, Pres. |
| Cherry Valley | WVCV | Rural Radio Network, Inc. | 109.9 | R. Bruce Gervan, Gen. Mgr. |
| Corning | WKNP | Corning Leader, Inc. | 106.1 | W. A. Underhill, Pres. |
| Cortland | WKRT-FM | Cortland Bcstg. Co., Inc. | 99.9 | J. Gerald Mayer, Pres. |
| De Ruyter | WVCN | Rural Radio Network, Inc. | 105.1 | R. Bruce Gervan, Gen. Mgr. |
| Elmira | WENY-FM | Elmira Star-Gazette, Inc. | 106.9 | Dale Taylor, Gen. Mgr. |
| Endicott | WENE-FM | Empire Newspapers-Radio, Inc. | 101.7 | James H. Ottoway, Pres. |
| Hempstead | WHLI-FM | FM Bcstg. Corp. | 98.3 | Elias I. Godofsky, Sta. Mgr. |
| Highmarket | WVBC | Rural Radio Network, Inc. | 107.7 | R. Bruce Gervan, Gen. Mgr. |
| Hornell | WWHG | The W. H. Greenhow Co. | 105.3 | Louis G. Buisch, Gen. Mgr. |
| Ithaca | WHCU-FM | Cornell University | 97.3 | Michael R. Hanna, Gen. Mgr. |
| Ithaca | WVFC | Rural Radio Network, Inc. | 95.1 | R. Bruce Gervan, Gen. Mgr. |
| Jamestown | WJTN-FM | James Bcstg. Co., Inc. | 93.3 | Jay E. Mason, Pres. |
| Lockport | WUSJ | Lockport Union-Sun & Journal, Inc. | 99.3 | Egbert D. Corson, Pres. |
| Massena | WMSA-FM | The Brockway Co. | 105.3 | Harold B. Johnson, Pres. |
| New Rochelle | WGNR | New Rochelle Bcstg. Svc., Inc. | 93.5 | |
| New York | WABF-FM | Metropolitan Bcstg. & TV, Inc. | 99.5 | Ira A. Hirschmann, Pres. |
| New York | WCBS-FM | Columbia Bcstg. System | 101.1 | Frank Stanton, Pres. |
| New York | WGHF | WGHF, Inc. | 101.9 | William G. H. Finch, Pres. |
| New York | WGYN | WGYN, Inc. | 97.9 | Palmer K. Leberman, Pres. |
| New York | WJZ-FM | American Bcstg. Co., Inc. | 95.5 | Edward J. Noble, Bd. Chmn. |
| New York | WMGM-FM | Marcus Loew Booking Agcy. | 100.3 | Herbert L. Pettey, Exec. Dir. |
| New York | WNBC-FM | National Bcstg. Co., Inc. | 97.1 | Niles Trammell, Pres. |
| New York | WNYC-FM | City of N. Y. Municipal Bcstg. Sys. | 93.9 | Seymour N. Siegel, Gen. Mgr. |
| New York | WOR-FM | Bamberger Bcstg. Svc., Inc. | 98.7 | Theodore C. Streibert, Pres. |
| New York | WQXR-FM | Interstate Bcstg. Co., Inc. | 96.3 | John V. L. Hogan, Pres. |
| Niagara Falls | WHLD-FM | The Niagara Falls Gazette Pub. Co. | 98.5 | Earl C. Hull, Vice-Pres. |
| Ogdensburg | WSLB-FM | St. Lawrence Bcstg. Corp. | 106.1 | Joseph R. Brandy, Pres. |
| Oneonta | WDOS-FM | Oneonta Star, Inc. | 99.1 | James H. Ottoway, Pres. |
| Oswego | WOPT | Palladium-Times, Inc. | 104.7 | Edwin M. Waterbury, Owner |
| Poughkeepsie | WHVA | Poughkeepsie Newspapers, Inc. | 104.7 | M. C. Speidel, Pres. |
| Rochester | WHEC-FM | WHEC, Inc. | 96.5 | Frank E. Gannett, Pres. |
| Rochester | WRNY-FM | Monroe Bcstg. Co., Inc. | 97.9 | George B. Kelly, Pres. |
| Rochester | WHFM | Stromberg-Carlson Co. | 98.9 | Dr. R. H. Manson, Pres. |
| Schenectady | WBCA | Capitol Bcstg. Co., Inc. | 101.1 | Leonard L. Asch, Pres. |

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| Schenectady | WGFM | General Electric Co | 99.5 | R. S. Peare, Vice-Pres. |
| South Bristol | WVBT | Rural Radio Network, Inc. | 101.9 | R. Bruce Gervan, Gen. Mgr. |
| Syracuse | WAGE-FM | WAGE, Inc. | 98.5 | Frank G. Revoir, Pres. |
| Syracuse | WFBL-FM | Ondondaga Radio Bcstg. Corp. | 93.1 | O. F. Soule, Pres. |
| Syracuse | WNDR-FM | Syracuse Bcstg. Corp. | 102.5 | Frank Bahouth, Jr., Gen. Mgr. |
| Syracuse | WSYR-FM | Central N. Y. Bcstg. Corp. | 94.5 | H. C. Wilder, Pres. |
| Troy | WFLY | The Troy Record Co. | 92.3 | Frank L. York, Gen. Mgr. |
| Troy | WTRI | Troy Bcstg. Co., Inc. | 102.7 | H. C. Wilder, Pres. |
| Utica | WIBX-FM | WIBX, Inc. | 96.9 | Margaret P. Brown, Pres. |
| Utica-Rome | WRUN-FM | Rome Sentinel Co. | 105.7 | Bradley C. Barnard, Pres. |
| Watertown | WWNY-FM | The Brockway Co. | 100.5 | Harold B. Johnson, Pres. |
| Wethersfield | WFNF | Rural Radio Network, Inc. | 100.7 | R. Bruce Gervan, Gen. Mgr. |
| White Plains | WFAS-FM | Westchester Bcstg. Corp. | 103.9 | V. E. Macy, Jr., Pres. |

# NORTH CAROLINA

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| Asheville | WISE-FM | Radio Station WISE, Inc. | 102.5 | H. H. Thomas, Pres. |
| Asheville | WLOS-FM | Skyway Bcstg. Corp. | 104.3 | Charles B. Britt, Vice-Pres. |
| Burlington | WBBB-FM | Alamance Bcstg. Co., Inc. | 101.1 | E. Z. Jones, Gen. Mgr. |
| Burlington | WFNS-FM | Burlington-Graham Bcstg. Co. | 93.9 | E. C. Chulls, Gen. Mgr. |
| Charlotte | WAYS-FM | Intercity Adv. Co. | 107.7 | G. W. Dowdy, Pres. |
| Charlotte | WBT-FM | Jefferson Standard Bcstg. Co. | 99.9 | J. M. Bryan, Pres. |
| Charlotte | WIST | Surety Bcstg. Co. | 104.7 | Francis Hipp, Pres. |
| Charlotte | WMIT | Radio WMIT | 106.9 | Gordon Gray, Pres. |
| Charlotte | WSOC-FM | Radio Station WSOC, Inc. | 103.5 | E. J. Gluck, Pres. |
| Durham | WDNC-FM | Durham Radio Corp. | 105.1 | C. C. Council, Pres. |
| Fayetteville | WFNC-FM | Cape Fear Bcstg. Co. | 98.1 | Victor W. Dawson, Gen. Mgr. |
| Gastonia | WGNC-FM | F. C. Todd | 101.9 | F. C. Todd, Pres. |
| Goldsboro | WGBR-FM | Eastern Carolina Bcstg. Co., Inc. | 93.3 | A. T. Hawkins, Pres. |
| Greensboro | WCTP | Capitol Bcstg. Co. | 98.7 | |
| Greensboro | WFMY | Greensboro News Co. | 97.3 | Gaines Kelley, Gen. Mgr. |
| Greensboro | WGBG-FM | Greensboro Bcstg. Co., Inc. | 100.3 | Ralph M. Lambeth, Pres. |
| Henderson | WHNC-FM | Henderson Radio Corp. | 107.3 | S. S. Stevenson, Pres. |
| Hickory | WHKY-FM | Catawba Valley Bcstg. Co., Inc. | 102.9 | Carl V. Cline, Pres. |
| High Point | WHPE-FM | High Point Enterprise, Inc. | 95.5 | R. B. Terry, Pres. |
| High Point | WMFR-FM | Radio Station WMFR | 99.5 | Frank S. Lambeth, Pres. |
| Raleigh | WNAO-FM | News & Observer Pub. Co. | 96.1 | Josephus Daniels, Jr., Pres. |
| Raleigh | WRAL-FM | Capitol Bcstg. Co., Inc. | 101.5 | A. J. Fletcher, Pres. |
| Reidsville | WREV | C. R. & W. M. Oliver | 102.1 | Charles H. Slate, Gen. Mgr. |
| Roanoke Rapids | WCBT-FM | Radio Station WCBT, Inc. | 98.5 | S. E. Crew, Pres. |
| Rocky Mount | WCEC-FM | Josh L. Horne, Jr. | 100.7 | Josh L. Horne, Pres. |
| Rocky Mount | WEED-FM | W. A. Wynne | 92.1 | W. A. Wynne, Pres. |
| Salisbury | WSTP-FM | Piedmont Bcstg. Corp. | 105.5 | Bryce P. Beard, Pres. |
| Shelby | WOHS-FM | Western Carolina Radio Corp. | 96.1 | Lee B. Weathers, Pres. |
| Statesville | WSIC-FM | Statesville Bcstg. Co., Inc. | 105.7 | Dr. James W. Davis, Pres. |
| Wilmington | WMFD-FM | Richard Austin Dunlea | 96.3 | Richard Austin Dunlea, Pres. |
| Wilson | WGTM-FM | Penn Thomas Watson | 106.7 | Penn Thomas Watson, Pres. |
| Winston-Salem | WAIR-FM | WAIR Bcstg. Co. | 93.1 | George D. Walker, Gen. Mgr. |
| Winston-Salem | WSJS-FM | Piedmont Pub. Co. | 104.1 | Gordon Gray, Pres. |

# NORTH DAKOTA

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| Fargo | KVNJ-FM | Northwest Bcstg. Co., Inc. | 92.3 | John Nystul, Pres. |

# OHIO

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| Akron | WAKR-FM | Summit Radio Corp. | 97.5 | S. Bernard Berk, Pres. |
| Alliance | WFAH | Review Pub. Co. | 101.7 | Mrs. Alice C. Holles, Pres. |
| Ashland | WATG | Beer & Koehl | 101.3 | Robert M. Beer, Pres. |
| Bellaire | WTRF-FM | Tri-City Bcstg. Co. | 100.5 | Robert W. Ferguson, Gen. Mgr. |
| Canton | WAND-FM | Radio Station WAND | 92.5 | P. C. Wilson, Pres. |
| Canton | WCMW-FM | Stark Bcstg. Corp. | 94.9 | Merlin R. Schneider, Pres. |
| Canton | WHBC-FM | The Ohio Bcstg. Co. | 94.1 | Eugene Carr, Radio Dir. |
| Cincinnati | WCTS | Radio Cincinnati | 101.9 | Hubert Taft, Jr., Pres. |
| Cincinnati | WLWA | Crosley Bcstg. Corp. | 101.1 | James D. Shouse, Pres. |
| Cincinnati | WSAI-FM | Buckeye Bcstg. Co. | 102.7 | Marshall Field, Pres. |
| Cleveland | WEWS-FM | Scripps-Howard Radio, Inc. | 102.1 | Jack Howard, Pres. |
| Cleveland | WHK-FM | United Bcstg. Co. | 100.7 | Kenneth K. Hackathorn, Gen. Mgr. |
| Cleveland | WJW-FM | WJW, Inc. | 104.1 | William M. O'Neil, Pres. |
| Cleveland Heights | WSRS-FM | WSRS, Inc. | 95.3 | S. R. Sague, Pres. |
| Columbus | WCOL-FM | The Pixley's | 92.3 | L. A. Pixley, Partner |
| Columbus | WELD | Radio Ohio, Inc. | 97.1 | Richard S. Wolfe, Pres. |
| Columbus | WHKC-FM | United Bcstg. Co. | 98.7 | Sterling Graham, Pres. |
| Columbus | WVKO | Sky Way Bcstg. Corp. | 94.7 | Gustav Hirsch, Pres. |
| Dayton | WHIO-FM | Miami Valley Bcstg. Corp. | 99.1 | James M. Cox, Jr., Pres. |
| Elyria | WEOL-FM | Elyria-Lorain Bcstg. Co. | 107.3 | Roy W. Ammel, Pres. |
| Findlay | WFIN-FM | Findlay Radio Co. | 100.5 | Mrs. V. M. McDougle, Gen. Mgr. |
| Fostoria | WFOB | Seneca Radio Corp. | 105.5 | Farrel F. Elsea, Pres. |
| Fremont | WFRO | Robert F. Wolfe Co. | 99.3 | Robert F. Wolfe, Pres. |
| Hamilton | FMOH-FM | Fort Hamilton Bcstg. Co. | 103.5 | Robert J. Briede, Pres. |
| Lakewood | WLAL | United Garage & Svc. Corp. | 104.9 | |
| Lima | WIMA-FM | Northwestern Ohio Bcstg. Corp. | 102.1 | G. E. Hamilton, Pres. |
| Lima | WLOK-FM | The Fort Industry Co. | 103.3 | George B. Storer, Pres. |
| Newark | WCLT | Advocate Prtg. Co. | 100.3 | Frank W. Spencer, Pres. |

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| Portsmouth | WPAY-FM | The Scioto Bcstg. Co | 104.1 | Roy D. Moore, Pres. |
| Springfield | WJEM | Champion City Bcstg. Co | 103.9 | D. J. Parsons, Pres. |
| Steubenville | WSTV-FM | The Valley Bcstg. Co | 103.5 | Jack N. Berkman, Pres. |
| Tiffin | WTFM | Tiffin Bcstg. Co | 98.3 | Jay R. David, Pres. |
| Toledo | WSPD-FM | The Fort Industry Co | 101.5 | George P. Storer, Pres. |
| Toledo | WTRT | Unity Corp. | 99.9 | Edward Lamb, Pres. |
| Wooster | WWST-FM | Wooster Republican Prtg. Co | 104.5 | R. E. Dix, Pres. |
| Youngstown | WFMJ-FM | WFMJ Bcstg. Co | 105.1 | William F. Maag, Pres. |
| Youngstown | WKBN-FM | WKBN Bcstg. Corp | 98.9 | W. P. Williamson, Jr., Pres. |

# OKLAHOMA

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|---|---|---|---|---|
| Ardmore | KVSO-FM | John F. Easley | 93.7 | John F. Easley, Pres. |
| Durant | KSEO-FM | Bennett & R. R. Story | 107.3 | Weldon Stamps, Gen. Mgr. |
| Enid | KCRC-FM | Enid Radiophone Co | 102.7 | Mrs. M. C. Garber, Pres. |
| Muskogee | KBIX-FM | Okla. Press Pub. Co | 98.5 | Tams Bixby, Jr., Pres. |
| Muskogee | KMUS-FM | Muskogee Bcstg. Co | 101.5 | Ben T. Childers, Pres. |
| Oklahoma City | KOCY-FM | Plaza Court Bcstg. Co | 94.7 | John D. Thomas, Pres. |
| Oklahoma City | KOMA-FM | KOMA, Inc. | 105.9 | John Toole Griffin, Pres. |
| Oklahoma City | KTOK-FM | KTOK, Inc. | 104.3 | O. L. Taylor, Owner |
| Oklahoma City | WKY-FM | WKY Radiophone Co | 98.9 | E. K. Gaylord, Pres. |
| Stillwater | KSPIS-FM | Stillwater Pub. Co | 93.9 | C. R. Bellatti, Pres. |
| Tulsa | KAKC-FM | Public Radio Corp | 95.5 | Sam E. Avey, Pres. |
| Tulsa | KTUL-FM | Tulsa Bcstg. Co | 97.1 | John Toole Griffin, Pres. |

# OREGON

| | | | | |
|---|---|---|---|---|
| Albany | KWIL-FM | Central Willamette Bcstg. Co | 101.7 | W. L. Jackson, Pres. |
| Eugene | KUGN-FM | Valley Bcstg. Co | 99.1 | C. H. Fisher, Pres. |
| Grants Pass | KGPO | Southern Ore. Bcstg. Co | 96.9 | W. B. Smullin, E. A. Malone, G. M. |
| Portland | KEX-FM | Westinghouse Radio Stations, Inc. | 92.3 | Walter Evans, Pres. |
| Portland | KGW-FM | The Oregonian Pub. Co | 100.3 | M. J. Frey, Pres. |
| Portland | KOIN-FM | KOIN, Inc. | 101.1 | Marshall Field, Pres. |
| Portland | KPFM | Bcstrs. Ore., Ltd | 97.1 | Stanley M. Goard, Pres. |
| Portland | KPOJ-FM | KPOJ, Inc. | 98.7 | P. L. Jackson, Pres. |
| Portland | KPRA | Pacific Radio Adv. Svc | 95.5 | Wilbur J. Jerman, Pres. |

# PENNSYLVANIA

| | | | | |
|---|---|---|---|---|
| Allentown | WFMZ | Penn-Allen Bcstg. Co | 95.9 | Raymond F. Kohn, Pres. |
| Allentown | WKAP-FM | Rahall Bcstg. Co | 100.7 | N. J. Rahall, Pres. |
| Allentown | WSAN-FM | Lehigh Valley Bcstg. Co | 99.9 | J. Calvin Shumberger, Pres. |
| Altoona | WAPJ | Altoona Bcstg. Co | 96.5 | Herbert T. Wolf, Pres. |
| Altoona | WFBG-FM | Gable Bcstg. Co | 103.7 | George P. Gable, Pres. |
| Bethlehem | WGPA-FM | The Bethlehem Globe Pub. Co | 95.1 | Rolland L. Adams, Vice-Pres. |
| Bradford | WESB-FM | Bradford Pub., Inc | 97.5 | Joseph M. Cleary, Gen. Mgr. |
| Butler | WISR-FM | Butler Bcstg. Co | 97.7 | David Rosenblum, Pres. |
| Chambersburg | WCHA-FM | Chambersburg Bcstg. Co., Inc | 95.9 | Charles M. Cassel, Pres. |
| DuBois | WCED-FM | Tri-County Bcstg. Co., Inc | 102.1 | H. T. Gray, Pres. |
| Easton | WEEX | Easton Pub. Co | 98.3 | J. L. Stackhouse, Pres. |
| Easton | WEST-FM | Associated Bcstrs., Inc | 107.9 | Clair R. McCollough, Sta. Exec. |
| Erie | WERC-FM | Presque Isle Bcstg. Co | 99.9 | Jacob A. Young, Pres. |
| Erie | WLEU-FM | WLEU Bcstg. Corp | 97.9 | Leo J. Omelian, Pres. |
| Harrisburg | WABX | WABX, Inc. | 100.9 | Harold O. Bishop, Pres. |
| Harrisburg | WHP-FM | WHP, Inc. | 97.3 | E. J. Stackpole, Pres. |
| Johnstown | WARD-FM | Central Bcstg. Co., Inc | 105.3 | Paul Short, Pres. |
| Johnstown | WJAC-FM | WJAC, Inc. | 95.5 | W. W. Krebs, Pres. |
| Lancaster | WGAL-FM | WGAL, Inc. | 101.3 | Clair R. McCollough, Pres. |
| Lancaster | WLAN-FM | Peoples Bcstg. Co | 96.9 | F. H. Altdoerffer, Pres. |
| Lebanon | WLAB | Radio Lebanon FM & TV, Inc | 104.1 | T. C. Holston, Pres. |
| Lebanon | WLBR-FM | Lebanon Bcstg. Co | 100.1 | Lester P. Etter, Mng. Dir. |
| Lewiston | WLTN | Lewiston Bcstg. Co | 97.9 | J. S. Woods, 'Pres. |
| McKeesport | WMCK-FM | Mon-Yough Bcstg. Co | 104.9 | George R. Raikes, Pres. |
| Meadville | WMGW-FM | Meadville Bcstg. Svc., Inc | 100.3 | H. C. Winslow, Pres. |
| New Castle | WKST-FM | WKST, Inc. | 101.1 | S. W. Townsend, Pres. |
| Philadelphia | WCAU-FM | WCAU, Inc. | 98.1 | Leon Levy, Pres. |
| Philadelphia | WFIL-FM | Triangle Pub., Inc | 102.1 | Walter H. Annenberg, Pres. |
| Philadelphia | WHAT-FM | Independence Bcstg. Co | 105.3 | William A. Banks, Pres. |
| Philadelphia | WIBG-FM | Seaboard Radio Bcstg. Corp | 94.1 | Paul F. Harron, Pres. |
| Philadelphia | WIP-FM | Penn. Bcstg. Co | 93.3 | Benedict Gimbel, Jr., Pres. |
| Philadelphia | WPEN-FM | William Penn Bcstg. Co | 102.9 | Albert J. Sylk, Pres. |
| Philadelphia | KYW-FM | Westinghouse Radio Stations, Inc. | 92.5 | Walter Evans, Pres. |
| Pittsburgh | KDKA-FM | Westinghouse Radio Stations, Inc. | 92.9 | Walter Evans, Pres. |
| Pittsburgh | KQV-FM | Allegheny Bcstg. Corp | 98.1 | Charles T. Campbell, Pres. |
| Pittsburgh | WCAE-FM | WCAE, Inc. | 96.1 | Leonard Kapner, Pres. |
| Pittsburgh | WJAS-FM | Pgh. Radio Supply House, Inc | 99.7 | H. K. Brennen, Pres. |
| Pittsburgh | WKJF-FM | W. Va. Radio Corp | 93.7 | |
| Pittsburgh | WMOT | WWSW, Inc. | 94.5 | O. M. Schloss, Pres. |
| Pottsville | WPAM-FM | Miners Bcstg. Svs | 95.5 | J. J. Curran, J. L. Maguire, Ex. Pts. |
| Pottsville-Shenandoah | WPPA-FM | Pottsville Bcstg. Co | 101.9 | A. V. Tidmore, Owner |
| Reading | WEEU-FM | Hawley Bcstg. Co | 92.9 | Hawley Quier, Pres. |
| Scranton | WRAM-FM | Union Bcstg. Co | 105.7 | Martin F. Memolo, Pres. |
| Scranton | WQAN-FM | The Scranton Times | 92.3 | Edward J. Lynett, Jr., Elizabeth R. Lynett, Owners |
| Sharon | WPIC-FM | Sharon Herald Bcstg. Co | 102.9 | John Fahnline, Jr., Pres. |
| Sunbury | WKOK-FM | Sunbury Bcstg. Corp | 94.1 | Harry M. Haddon, Pres. |
| Uniontown | WMBS-FM | Fayette Bcstg. Corp | 105.7 | Joseph C. Burwell, Pres. |
| Uniontown | WNIQ | Uniontown Newspapers, Inc | 106.5 | Allan C. Spurgeon, Mgr. |

| | | | | |
|---|---|---|---|---|
| Warren | WNAE-FM | Northern Allegheny Bcstg. Co. | 92.1 | David Potter, Jr., Pres. |
| Wilkes-Barre | WBRE-FM | Louis G. Baltimore | 98.5 | Louis G. Baltimore, Owner |
| Wilkes-Barre | WILK-FM | Wyoming Valley Bcstg. Co. | 107.3 | Dr. I. C. Morgan, Pres. |
| Wilkes-Barre | WIZZ | Scranton-Wilkes-Barre-Pittston Bcstg. Co., Inc. | 103.3 | Richard G. Evans, Pres. |
| Williamsport | WRAK-FM | WRAK, Inc. | 100.3 | E. M. Case, Pres. |
| York | WNOW-FM | Helm Coal Co. | 105.7 | Lowell W. Williams, Gen. Mgr. |
| York | WRZE | White Rose Bcstg. Co. | 98.5 | Charles M. Gitt, Pres. |
| York | WSBA-FM | The Susquehanna Bcstg. Co. | 103.3 | Louis J. Appell, Pres. |

# RHODE ISLAND

| | | | | |
|---|---|---|---|---|
| Providence | WJAR-FM | The Outlet Co. | 95.5 | Mortimer L. Burbank, Pres. |
| Providence | WLIV-FM | Colonial Bcstg. Co. | 107.7 | Augustus M. Wilson, Pres. |
| Providence | WPJB | Providence Journal Co. | 105.1 | George Pierce Metcalf, Pres. |
| Providence | WPRO-FM | Cherry & Webb Bcstg. Co. | 92.3 | William S. Cherry, Jr., Pres. |

# SOUTH CAROLINA

| | | | | |
|---|---|---|---|---|
| Anderson | WCAC | Wilton E. Hall | 101.1 | Wilton E. Hall, Owner |
| Charleston | WCSC-FM | WCSC, Inc. | 96.9 | John M. Rivers, Pres. |
| Charleston | WTMA-FM | Atlantic Coast Bcstg. Co. | 95.1 | Edward Manigault, Pres. |
| Columbia | WIS-FM | Surety Life Insur. Co. | 94.5 | Herman N. Hipp, Pres. |
| Greenville | WESC-FM | Greenville Bcstg. Co. | 92.5 | Scott Russell, Pres. |
| Greenville | WFBC-FM | News-Piedmont Co. | 93.7 | Roger C. Peace, Pres. |
| Greenville | WMRC-FM | Textile Bcstg. Co. | 94.9 | R. A. Jolley, Sr., Pres. |
| Greenwood | WCRS-FM | Grenco, Inc. | 95.7 | Douglas Featherstone, Pres. |
| Rock Hill | WRHI-FM | York County Bcstg. Co. | 97.5 | James S. Beaty, Jr., Gen. Mgr. |
| Spartanburg | WDXY | Spartan Radiocasting Co. | 100.5 | Walter J. Brown, Pres. |
| Spartanburg | WSPA-FM | Spartanburg Adv. Co. | 98.9 | Francis Hipp, Pres. |

# TENNESSEE

| | | | | |
|---|---|---|---|---|
| Bristol | WOPI-FM | Radiophone Bcstg. Sta. WOPI, Inc. | 96.9 | W. A. Wilson, Sr., Pres. |
| Chattanooga | WAPO-FM | WAPO Bcstg. Svc. | 94.7 | R. G. Patterson, Gen. Mgr. |
| Chattanooga | WDOD-FM | WDOD Bcstg. Corp. | 96.5 | Norman A Thomas, Pres. |
| Chattanooga | WVUN | Unity Bcstg. Corp. of Tenn. | 98.1 | John S. Martin, Pres. |
| Clarksville | WCLC-FM | Leaf Chronicle Co. | 106.7 | James E. Charlet, Gen. Mgr. |
| Jackson | WTJS-FM | Sun Pub. Co. | 100.7 | A. A. Stone, Vice-Pres. |
| Johnston City | WJHL-FM | WJHL, Inc. | 100.7 | W. H. Lancaster, Pres. |
| Kingsport | WKPT-FM | Kingsport Bcstg. Co., Inc. | 98.5 | C. P. Edwards, Jr., Pres. |
| Knoxville | WKPB | Knoxville Pub. Co. | 93.3 | Roy N. Lotspeich, Pres. |
| Knoxville | WROL-FM | S. E. Adcock | 97.3 | S. E. Adcock, Pres. |
| Memphis | WHHM-FM | Mid-South Bcstg. Corp. | 106.9 | P. E. Furlow, Pres. |
| Memphis | WMCF | Memphis Pub. Co. | 99.7 | H. W. Slavick, Gen. Mgr. |
| Nashville | WSIX-FM | WSIX Bcstg. Station | 97.5 | Jack M. Draughon, Gen. Mgr. |
| Nashville | WSM-FM | WSM, Inc. | 103.3 | John H. DeWitt, Jr., Pres. |

# TEXAS

| | | | | |
|---|---|---|---|---|
| Abilene | KRBC-FM | Reporter CBcstg. Co. | 96.9 | Mrs. Eva M. Hanks, Pres. |
| Amarillo | KGNC-FM | Plains Radio Bcstg. Co. | 104.3 | Gene A. Howe, Pres. |
| Amarillo | KFDA-FM | Amarillo Bcstg. Corp. | 100.3 | Gilmore N. Nunn, Pres. |
| Beaumont | KRIC-FM | KRIC, Inc. | 99.5 | E. C. Davis, Vice-Pres. |
| Belton | KMHB | Mary Hardin-Baylor Coll. | 97.1 | |
| Dallas | KIXL-FM | Variety Bcstg. Co., Inc. | 104.5 | Lee Segall, Pres. |
| Dallas | KRLD-FM | KRLD Radio Corp. | 92.5 | John W. Runyon, Pres. |
| Dallas | WFAA-FM | A. H. Belo Corp. | 97.9 | E. M. Dealey, Pres. |
| Denton | KDNT-FM | Harwell V. Shepard | 106.1 | Harwell V. Shepard, Gen. Mgr. |
| Edinburg | KURV-FM | J. C. Looney | 104.9 | J. C. Looney, Owner |
| Fort Worth | WBAP-FM | Carter Publications, Inc. | 100.5 | Amon Carter, Pres. |
| Galveston | KLUF-FM | The KLUG Bcstg. Co., Inc. | 98.7 | George Roy Clough, Pres. |
| Harlingen | KGBS-FM | Harbenito Bcstg. Co. | 94.7 | McHenry Tichenor, Pres. |
| Houston | KOPY | Tex. Star Bcstg. Co. | 97.9 | Roy Hofheinz, Pres. |
| Houston | KPRC-FM | Houston Post Co. | 102.9 | W. P. Hobby, Pres. |
| Houston | KTRH-FM | KTRH Bcstg. Co. | 101.1 | B. R. Orr, Pres. |
| Houston | KXYZ-FM | Harris County Bcstg. Co. | 96.5 | Glenn H. McCarthy, Pres. |
| Longview | KLTI-FM | R. G. LeTourneau | 105.9 | R. G. LeTourneau, Pres. |
| Lufkin | KRBA-FM | Darrell E. Yates | 95.5 | Darrell E. Yates, Pres. |
| Lubbock | KFYO-FM | Plains Radio Bcstg. Co. | 99.5 | Gene A. Howe, Pres. |
| Odessa | KECK-FM | Ector County Bcstg. Co. | 97.5 | Ben Nedow, Pres. |
| San Angelo | KGKL-FM | KGKL, Inc. | 94.5 | H. C. Ragsdale, Pres. |
| San Antonio | KISS | The Walmac Co. | 99.5 | Howard W. Davis, Owner |
| San Antonio | KONO-FM | Mission Bcstg. Co. | 92.9 | Eugene J. Roth, Owner |
| San Antonio | KYFM | Express Pub. Co. | 101.5 | Frank G. Huntress, Pres. |
| San Antonio | WOAI-FM | Southland Industries, Inc. | 102.5 | Hugh A. L. Halff, Pres. |
| Temple | KTEM-FM | Bell Bcstg. Co., Inc. | 107.5 | Frank W. Mayborn, Pres. |
| Texarkana | KCMC-FM | KCMC, Inc. | 98.1 | Frank O. Myers, Gen. Mgr. |
| Tyler | KGKB-FM | East Tex. Bcstg. Co. | 101.5 | James G. Ulmer, Pres. |
| Vernon | KVWC-FM | Northwestern Bcstg. Co. | 98.7 | R. H. Nichols, Pres. |
| Wichita Falls | KTRN-FM | Texoma Bcstg. Co. | 97.3 | James B. Barnett, Pres. |
| Wichita Falls | KWFT-FM | KWFT, Inc. | 99.9 | Kenyon Brown, Pres. |

# UTAH

| | | | | |
|---|---|---|---|---|
| Ogden | KOPP-FM | James B. Littlejohn | 103.9 | James B. Littlejohn, Owner |
| Salt Lake City | KDYL-FM | Intermountain Bcstg. & TV Corp. | 98.7 | S. S. Fox, Pres. |
| Salt Lake City | KSL-FM | Radio Svc. Corp. of Utah | 103.3 | Ivor Sharp, Gen. Mgr. |

# VIRGINIA

| | | | | |
|---|---|---|---|---|
| Arlington | WARL-FM | Northern Va. Bcstrs., Inc | 105.5 | R. Kilbourne Castell, Pres. |
| Danville | WBTM-FM | Piedmont Bcstg. Corp | 97.9 | L. N. Dibrell, Pres. |
| Harrisonburg | WSVA-FM | Shenandoah Valley Bcstg. Corp | 100.7 | Frederick L. Allman, Pres. |
| Lynchburg | WLVA-FM | Lynchburg Bcstg. Corp | 97.5 | Edward A. Allen, Pres. |
| Newport News | WGH-FM | Hampton Roads Bcstg. Corp | 96.5 | Raymond B. Bottom, Pres. |
| Norfolk | WLOW-FM | Commonwealth Bcstg. Corp | 105.3 | E. L. Scott, Pres. |
| Norfolk | WRVC | Larus & Bros. Co., Inc | 102.5 | C. T. Lucy, Gen. Mgr. |
| Norfolk | WTAR-FM | WTAR Radio Corp | 97.3 | Campbell Arnoux, Pres. |
| Portsmouth | WSAP-FM | Porthmouth Radio Corp | 99.7 | T. E. Gilman, Pres. |
| Richmond | WCOD | Haven & Martin, Inc | 98.1 | Wilbur M. Havens, Pres. |
| Richmond | WLEE-FM | Lee Bcstg. Corp | 102.9 | Thomas G. Tinsley, Jr., Pres. |
| Richmond | WRMV | Southern Bcstrs., Inc | 106.9 | Richard R. Hutcheson, Pres. |
| Richmond | WRNL-FM | Richmond Radio Corp | 102.1 | D. Tennant Bryan, Pres. |
| Richmond | WRVB | Larus & Bros. Co., Inc | 94.5 | C. T. Lucy, Gen. Mgr. |
| Roanoke | WDBJ-FM | Times World Corp | 94.9 | J. P. Fishburn, Pres. |
| Roanoke | WROV-FM | Radio Roanoke, Inc | 103.7 | Leo F. Hanebry, Pres. |
| Roanoke | WSLS-FM | Roanoke Bcstg. Corp | 99.1 | Paul C. Buford, Pres. |
| Roanoke | WROV-FM | Radio Roanoke, Inc | 103.7 | Leo F. Henebry, Pres. |
| Suffolk | WLPM-FM | Suffolk Bcstg. Corp | 107.7 | Fred L. Hart, Pres. |
| Winchester | WRFL | Richard Field Lewis, Jr | 92.5 | Richard Field Lewis, Jr., Pres. |

# WASHINGTON

| | | | | |
|---|---|---|---|---|
| Longview | KWLK-FM | Twin City Bcstg. Corp | 103.9 | C. O. Chatterton, Pres. |
| Seattle | KING-FM | King Bcstg. Co | 94.9 | Mrs. A. Scott Bullitt, Pres. |
| Seattle | KIRO-FM | Queen City Bcstg. Co | 100.7 | Saul Haas, Pres. |
| Seattle | KOMO-FM | Fishers' Blend Station, Inc | 98.9 | O. W. Fisher, Pres. |
| Seattle | KRSC-FM | Radio Sales Corp | 98.1 | Palmer K. Leberman, Pres. |
| Tacoma | KTNT | Tribune Pub. Co | 97.3 | Leonard H. Higgins, Mgr. |

# WEST VIRGINIA

| | | | | |
|---|---|---|---|---|
| Beckley | WCFC | Beckley Newspapers Corp | 101.3 | E. J. Hodel, Gen. Mgr. |
| Beckley | WJLS-FM | Joe L. Smith, Jr | 99.5 | Joe L. Smith, Jr., Pres. |
| Bluefield | WHIS-FM | Daily Telegraph Prtg. Co | 104.5 | Pat Flanagan, Gen. Mgr. |
| Clarksburg | WPDX-FM | Clarksburg Bcstg. Corp | 95.1 | O. L. Billingsley, Pres. |
| Huntington | WPLH-FM | Huntington Bcstg. Corp | 102.5 | Flem J. Evans, Pres. |
| Huntington | WHTN-FM | Greater Huntington Radio Corp | 100.5 | A. B. Hyman, Pres. |
| Logan | WLOG-FM | Clarence H. Frey, Robert O. Greever | 103.3 | C. H. Frey, R. O. Greever, Owners |
| Morgantown | WAJR-FM | W. Va. Radio Corp | 99.3 | Mrs. A. J. R. Greer, Chief Owner |
| Oak Hill | WOAY-FM | Robert R. Thomas, Jr | 94.1 | Robert R. Thomas, Jr., Owner |
| Parkersburg | WPAR-FM | Ohio Valley Bcstg. Corp | 106.5 | George H. Clinton, Vice-Pres. |
| Wheeling | WKWK-FM | Community Bcstg., Co | 97.3 | Joe L. Smith, Jr., Pres. |
| Wheeling | WWVA-FM | W. Va. Bcstg. Corp | 98.7 | George B. Storer, Pres. |

# WISCONSIN

| | | | | |
|---|---|---|---|---|
| Beloit | WBNB-FM | Daily News Pub. Co | 107.3 | R. F. Collins, C. F. Karnstaedt, M. H. Dobson, Owners |
| Eau Claire | WEAU-FM | Central Bcstg. Co | 94.1 | Morgan Murphy, Pres. |
| Green Bay | WJPG-FM | Green Bay Newspaper Co | 101.1 | A. B. Turnbull, Pres. |
| Green Bay | WTAQ-FM | WHBY, Inc. | 102.5 | Reev. M. J. Beemster, Mng. Dir. |
| Janesville | WCLO-FM | Gazette Prtg. Co | 99.9 | Sidney H. Bliss, Pres. |
| La Crosse | WKBH-FM | WKBH, Inc. | 93.1 | Howard Dahl, Gen. Mgr. |
| Madison | WFOW | Earl W. Fessler | 104.9 | |
| Madison | WIBA-FM | Badger Bcstg. Co | 101.5 | William T. Evjue ,Pres. |
| Madison | WISC-FM | Radio Wisc., Inc | 98.9 | Morgan Murphy, Pres. |
| Marshfield | WDLW-FM | Dairyland's Bcstg. Svc., Inc | 103.9 | Lloyd A. Felker, Pres. |
| Merrill | WLIN-FM | Alvin E. O'Konski | 100.7 | Alvin E. O'Konski, Pres. |
| Milwaukee | WEMP-FM | Milwaukee Bcstg. Co | 94.1 | Robert M. LaFollette, Jr., Pres. |
| Milwaukee | WISN-FM | Hearst Radio, Inc | 102.9 | G. W. Grignon, Gen. Mgr. |
| Milwaukee | WMTJ-FM | The Journal Co | 93.3 | Walter J. Damm, Vice-Pres. |
| Neenah | WNAM-FM | Neenah Menasha Bcstg. Co | 98.5 | Don C. Wirth, Vice-Pres. |
| Oshkosh | WOSH-FM | Oshkosh Bcstg. Co | 92.9 | Myles H. Johns, Owner |
| Poynette | WWCF | William C. Forrest | 94.9 | William C. Forrest, Pres. |
| Racine | WRJN-FM | Racine Bcstg. Corp | 100.7 | Frank R. Starbuck, Pres. |
| Rice Lake | WJMC-FM | WJMC, Inc. | 96.3 | Walter C. Bridges, Pres. |
| Sheboygan | WHBL-FM | WHBL, Inc. | 100.3 | Matt Werner, Pres. |
| Waukesha | WAUX-FM | Waukesha Bcstg. Co | 95.3 | Carl Taylor, Pres. |
| Wausau | WSAU-FM | The Journal Co | 95.5 | Ben F. Hovel, Mgr. |
| Wisconsin Rapids | WFHR-FM | William F. Huffman Radio, Inc | 103.3 | William F. Huffman, Pres. |

# FM ASSOCIATION

526 DUPONT CIRCLE BLDG. WASHINGTON 6, D. C.

Telephone: Hudson 7170

Edward L. Sellers.....*Executive Director*

## OFFICERS

William E. Ware.....*President*

E. Z. Jones.....*Vice-President*

E. J. Hodel.....*Secretary*

Thomas F. McNulty.....*Treasurer*

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Frank A. Gunther

Lee McCanne

Edward A. Wheeler

Robert F. Wolfe

### Terms Expiring in 1950

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E. Z. Jones

Ben Strouse

David G. Taft

William E. Ware

### Terms Expiring in 1949

Marion Claire

Everett L. Dillard

C. M. Jansky, Jr.

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M. S. (Maury) Novik

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C. M. Jansky, Jr.

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Ten Presto 8-D recorders in the United Nations' recording studio at Lake Success, Long Island, N.Y.

When you see a really big recording operation, you are most likely looking at a Presto installation. For from New York to Bombay, from Manila to London . . . wherever recording is done, Presto's reputation for engineering skill has made Presto equipment the first choice.

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# EQUIPMENT

*How to Apply for a FCC License*
*AM-FM-TV*

•

*Receiver Market Trends*

•

*Recipients of*
*IRE Awards*

•

*RMA Personnel—Committees*

•

*Consulting Engineers*

•

*Chief Engineers of Stations*
*In the United States*

•

*Radio-TV Equipment Manufacturers*

# HOW TO APPLY FOR A FCC LICENSE

*Official FCC Procedure for AM, FM and TV Licenses*

ANY qualified citizen, firm or group may apply to the Federal Communications Commission for authority to construct a commercial standard, frequency modulation or television broadcast station.

Licensing of these facilities is prescribed by the Communications Act of 1934, which sets up certain basic requirements. In general, applicants must satisfy the Commission that they are legally, technically and financially qualified, and that operation of the proposed station would be in the public interest, convenience and necessity.

The application procedure is substantially the same whether the facility sought is an FM, television or standard broadcast station.

The licensing procedure is detailed in Part 1 of the Commission's "Rules Relating to Organization and Practice and Procedure," while station operation is covered by Part 3, "Rules Governing Broadcast Services," and "Standards of Good Engineering Practice."

### Selecting a Frequency

The Communications Act recognizes broadcasting as a competitive industry and invests the Commission with the responsibility of allocating facilities so as to provide a fair, efficient and equitable distribution of radio service.

Standard broadcast stations operate on "local," "regional," or "clear" channels. Local stations are of 100 to 250 watts power and serve smaller communities; stations of 500 watts to 5 kilowatts cover larger centers of population and surrounding areas; stations of 10 to 50 kilowatt maximum power are for large area coverage, particularly at night.

To determine whether an AM frequency is available for assignment in a particular area, it is necessary for the applicant to have a channel study made by a competent engineer. The Commission's engineering personnel cannot undertake to make such studies for prospective applicants.

In the case of FM, the Commission has tentatively allocated geographic blocks of frequencies to accommodate Class A stations (community) and Class B. Stations (metropolitan and rural). Except in the larger cities, the demand for FM stations has not yet exceeded the supply of available frequencies.

Television channels are apportioned for "metropolitan," "community," and "rural" service.

### Applying for a Construction Permit

Once a prospective licensee has decided the type of station he wants to apply for, the next step is to make application for a construction permit. This application must be in writing, on a form (No. 301) supplied by the Commission. This form requires information about the citizenship and character of the applicant, as well as his financial, technical and other ability to construct and operate a station, plus details about the transmitting apparatus to be used and the proposed new service. Triplicate copies are required, two of which must be executed under oath or affirmation.

### Application Processing

Applications are, in turn, studied by the Commission's Engineering, Law, and Accounting Bureaus, which make their respective recommendations to the Commission. The system of processing is so designed that applications are considered by different categories in the order in which received.

If, upon examination of an application, the Commission determines that there are no engineering conflicts and that all other requirements are met, the application is granted and a construction permit is issued.

Conditional grants are made to qualified FM applications subject to their filing, within 90 days, engineering details concerning their proposed operations, after which construction permits are issued. Television and FM stations are permitted

interim operation with less than the prescribed power.

All construction authorizations are subject to approval of transmitter site and antenna system by Civil Aeronautics Administration.

### Hearings

However, where it appears that interference would be caused to another station above the degree described in the Commission's "Standards of Good Engineering Practice," or if other serious questions are involved, a hearing is usually required before a determination can be made. Sometimes, also, a hearing is necessary because two or more applicants request the same frequency.

In designating an application for hearing, the Commission gives public notice of the issues raised for the information of the applicant and other parties who may be concerned. Prior to the hearing, requests may be made for enlargement of the issues, to amend the application, or to permit other parties to intervene.

Usually the hearing date is not fixed until after the applicant agrees to such a hearing and has filed for his appearance. It may, however, be designated in the original notice. The notice generally allows the applicant a period of 30 days or more in which to prepare. Even after being designated for hearing, an applicant may find it possible to satisfy the issues raised by amending his application, especially if there are engineering considerations.

Hearings are customarily conducted by a presiding officer designated by the Commission. He can be a Commissioner or an examiner. He has authority to administer oaths, examine witnesses and rule upon the admission of evidence. Individual or partnership applicants may appear in person or by counsel, but cooperate applicants must be represented by attorney.

### Request for Argument

Within 20 days after the close of the hearing, each party has the privilege of filing proposed findings of fact and conclusions in support of his contentions. After review of evidence and statements, the Commission enters its proposed decision.

In the event he wishes to contest the proposed decision, the applicant and any other interested party then has 20 days to file exceptions and to request oral argument before the Commission. Oral argument is granted on request. After oral argument the Commission may adopt, modify or reverse its proposed findings.

In event that no exceptions are taken, the Commission issues an order making its proposed findings effective. Within 20 days thereafter, any party involved *may* file a petition for rehearing. Such a petition may be filed whether or not the decision is based upon a hearing, but the petition does not stay the proceedings unless ordered by the Commission.

### Construction Permit

When and if an application meets statutory and other requirements, it is granted and a construction permit is issued. The latter specifies a date for commencement and another for completion of construction. A maximum of 60 days from date of grant is provided in which construction shall begin, and a maximum of six months thereafter as the time for completion (or 8 months in all). If the permittee is unable to build his station within the time specified he can apply (on Form 701) for additional time, stating the reasons. Upon completion of construction, the permittee can engage in equipment tests.

### License

The final step is to apply (on Form 302) for the actual license. The applicant must show compliance with all terms, conditions, and obligations set forth in the application and the construction permit. After applying for a license, the holder of a construction permit can conduct program tests for a period not to exceed 30 days. A station license is then issued if no new cause or circumstance has come to the attention of the Commission that would make operation of the station contrary to the public interest.

Standard and FM stations are licensed for the statutory limit of three years; television stations for one year.

# RECEIVER MARKET TRENDS

*By J. B. Forman & C. P. Redick, Gen. Prod. Div., U. S. Department of Commerce*

THE changes that have occurred in the radio industry following the introduction of television and the commercial production of FM receivers have caused much conjecture about future trends. General interest in these changes has been emphasized by recent widely advertised radio clearance sales, together with price reductions in seven and ten inch television receivers by certain manufacturers. An analysis of production, sales, and other factors discloses little decline in the dollar volume of the radio and television receiver manufacturing industry during 1948 and indicates the maintenance of an excellent volume of business during 1949. This maintenance of dollar volume is due principally to the continued rapid expansion in television production and sales.

The absence of serious reconversion problems at the end of the war permitted the radio industry to swing into rapid production of home type receivers. Consequently, in response to pent-up demand for additional receivers and replacement of overage ones, production and sales in 1946 reached record highs. New records in both production and sales were again made in 1947 in meeting the continued high demand from consumers and for dealers' inventory replenishment.

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At the end of the war, in the fall of 1945, the estimated backlog demand for radios was 20 million receivers—a record high. This backlog was reduced by an estimated 7 million receiving sets during 1946 and was further reduced to a few million receiving sets by the end of 1947. The rapid reduction in backlog demand, together with the replenishment of inventories, brought supply in balance with demand in 1948. This situation was reflected in the ability of consumers to purchase desired models without difficulty. Although 1948 radio sales were substantially below the high of 18,321,000 sets sold in 1947, they were still the second largest in the history of the industry.

Although the industry in the prewar years, through mass production and technological economies, had followed the usual course of other industries in reduced unit prices and in resultant increased unit sales, there was a sharp rise in the average unit price after the war. This reversal in price trend was due in large part to increased labor and material costs and to the sales growth of the higher priced FM receiver.

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The most spectacular postwar development in the radio industry has been the growth of television. Before the war a total of less than 5,000 home television receivers had been produced commercially. In 1946, only 6,400 sets were produced. As the bottleneck in cathode ray tube production was broken and mass production techniques developed, production was stepped up to 178,600 units in 1947 and to approximately 975,000 in 1948. Trade sources state that the 1949 objective of the industry is the production of 2,000,000 TV receivers. Adequate quantities of cathode ray tubes and tin may prove a limiting factor. Whether or not this objective is attained, it appears certain that production will be substantially greater in 1949 than in 1948.

The composition of the manufacturing portion of this industry has changed considerably since the end of the war. With resumption of civilian radio receiver production new companies entered the field. A total of 58 companies were manufacturing home and auto radios in 1941. By the middle of 1946 there were 132 companies (including many established companies in other or allied fields which entered into civilian radio production). By the fall of 1948, with the war accumulated backlog of demand satisfied and the resulting increased competition for new business, the number had declined to 107.

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A further decline in radio production and sales in 1949 and an offsetting continued increase in the production and sales of television receivers may be expected. With radio receiver pipelines filled, sales of high priced receivers (consoles) retarded, at least temporarily, by the record player confusion, and reduced radio sales in one geographic area after another as television becomes available, it would appear that the sale of a maximum of 10,000,000 radio units is all that may be expected in 1949. On the other hand, continuation of the 1948 sales trend in television receivers with resultant total sales in excess of $500,000,000 may safely be assumed. With consumer acceptance of television now a fact, the aggregate retail sales of radio and TV receivers in 1949 may be expected to approach the $1,200,000,000 achieved in 1948.

# RECIPIENTS OF IRE AWARDS

## Medal of Honor—1949

*(Awarded in recognition of distinguished service rendered through substantial and important advancement in the science and art of radio communication. The recipient of this Medal is named by the Board of Directors upon recommendation by the Awards Committee.)*

**Ralph Bown,** for his extensive contributions to the field of radio and for his leadership in Institute affairs.

•

## Morris Liebmann Memorial Prize—1949

*(Comprises the income from a donation by E. J. Simon, a Fellow of the Institute, to preserve the memory of Colonel Morris N. Liebmann, killed in action during World War I.)*

**C. E. Shannon,** for his original and important contributions to the theory of the transmission of information in the presence of noise.

•

## Browder J. Thompson Memorial Award—1949

*(Comprises the income from a fund established by voluntary contributions to preserve the memory of Browder J. Thompson, a Director of the Institute when he was killed in action during World War II while on a special mission for the Secretary of War.)*

**R. V. Pound,** for his paper in the December, 1947, Proceedings of the I.R.E. entitled "Frequency Stabilization of Microwave Oscillators."

•

## Fellow Awards—1949

**H. A. Affel,** Bell Telephone Laboratories, New York, "for his contribution to the communications art, and his guidance of important developments in carrier systems for multiplex telephone and television transission."

•

**K. C. Black,** Aircraft Radio Corporation, Boonton, N. J., "for his outstanding wartime work on radio countermeasures and his many contributions to the design of coaxial-cable transmission systems."

•

**J. E. Brown,** Zenith Radio Corporation, Chicago, Ill., "for his contributions in the field of broadcast receiver design."

•

**Cledo Brunetti,** Stanford University, California, "in recognition of his pioneering work on printed circuits."

•

**W. L. Carlson,** RCA Laboratories, Princeton, N. J., "in recognition of his contributions over many years to the development of radio receivers and their components."

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**P. S. Carter,** RCA Laboratories, Rocky Point, N. Y., "for his many contributions in the fields of radio transmission and communication systems."

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**F. E. d'Humy,** Western Union Telegraph Co., New York, "in recognition of his long service in the communications field and for pioneering in the application of radio relays to telegraph message service."

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**John N. Dyer,** Airborne Instruments Laboratory, Mineola, N. Y., "for administrative and technical contributions to radio, including polar-expedition communications and important wartime countermeasures."

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**L. A. Gebhard,** Naval Research Laboratory, Washington, D. C., "for his pioneering work in the military application of radio."

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**T. T. Goldsmith, Jr.,** Allen B. DuMont Laboratories, Clifton, N. J., "for his contributions in the development of cathode-ray instrumentation and in the field of television."

**F. W. Grover**, Union College, Schenectady, N. Y., "for his long activities and contributions in the field of electrical units and measurements, and for his publications."

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**E. A. Guillemin**, Massachusetts Institute of Technology, Cambridge, Mass., "for outstanding work in the field of electric circuit analysis and synthesis, and for his inspired leadership as a teacher."

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**Ross Gunn**, United States Weather Bureau, Washington, D. C., "for his long service and many technical contributions in the radio and electronics fields."

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**A. V. Haeff**, Naval Research Laboratory, Washington, D. C., "for his contributions to ultra-high-frequency radio tubes and electronics."

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**L. C. Holmes**, Stromberg-Carlson Co., Rochester, N. Y., "for his contributions to theory and practice in the field of magnetic recording."

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**J. Kelly Johnson**, Consulting Engineer, New York, "in recognition of his leadership in the design and manufacture of radio broadcast receivers."

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**S. R. Kantebet**, Government of India Overseas Communication Service, Bombay, India, "for his services as an educator, engineer, and administrator in the fields of radio and cable communication in India."

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**W. B. Lodge**, Columbia Broadcasting System, New York, "for his many contributions to broadcast engineering and in particular for his work in the field of frequency allocations."

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**K. A. Mackinnon**, Consulting Engineer, Ottawa, Ontario, Canada, "for his technical contributions in Canada to the theory and design of transmitting antennas and the development of a coverage plan for a national network."

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**H. F. Olson**, RCA Laboratories, Princeton, N. J., "for his outstanding developments and publications in the fields of acoustics and underwater sound."

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**G. D. O'Neill**, Sylvania Electric Products, Inc., Flushing, N. Y., "for his work in electron-tube theory and design."

**L. S. Payne**, Canadian Marconi Co., Ltd., Montreal, Canada, "for his contributions in Canada to the field of international communications."

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**L. M. Price**, Radio Valve Company of Canada, Toronto, Canada, "for his contributions to the development, production, and application of electron tubes in Canada."

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**H. J. Reich**, Yale University, New Haven, Conn., "for his contributions as a teacher and author in the radio and electronics fields."

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**J. D. Reid**, Crosley Division of Avco Manufacturing Corp., Cincinnati, O., "for his developments in radio-frequency circuits."

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**Karl Spangenberg**, Office of Naval Research, Washington, D. C., "for his many technical contributions, particularly his analytical work on vacuum tubes."

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**George Sterling**, Federal Communications Commission, Washington, D. C., "in recognition of his long public service in the radio communications field and, in particular, for the organization and operation of radio wartime intelligence activities, which were of significant importance."

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**C. E. Strong**, Standard Telephone and Cables, Ltd., New Southgate, London, England, "for his pioneering work in the radio equipment design and development field, particularly broadcasting transmitters, both medium and high-frequency, and his many wartime contributions in England."

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**Franz Tank**, Institut fur Hochfrequenz Technik, Zurich F., Switzerland, "for his contributions to the field of radio education in Switzerland, and his accomplishments in ultra-shortwave communications."

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**W. N. Tuttle**, General Radio Company, Cambridge, Mass., "for his application of sound theoretical principles to the design of commercial measuring equipment."

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**I. R. Weir**, General Electric Company, Syracuse, N. Y., "for his pioneering work in the development and application of transmitting equipment for higher frequencies and higher power."

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Phone: National 7161

# Chief Engineers

## Of Radio Stations in the United States
## As of January 1, 1949

### Alabama

Bingham, Pete.....WJOI, Florence
Bishop, Dige.....WCTA, Andalusia
Brennan, William J.....WVOK, Birmingham
Carter, Lester.....WKLF, Clanton
Cobb, Joseph L.....WEBJ, Brewton
Cole, R. M.....WKRG, Mobile
Epstein, Robert.....WKUL, Cullman
Epstein, Robert.....WHOS, Decatur
Evans James L.....WAPI, Birmingham
Farrior, James S., Jr.....WJHO, Opelika
Fisher, Lester.....WHTB, Talladega
Fitts, James.....WOOB, Anniston
Gilchrist, Joe W.....WTBF, Troy
Hamann G. P.....WBRC, Birmingham
Harris, William G.....WBHP, Huntsville
Hawkins, Stanley.....WKAX, Birmingham
Herman, Charlie.....WAUD, Auburn
Hubbard, John T.....WAGF, Dothan
Hudson James.....WHMA, Anniston
Hurley, R. B.....WALA, Mobile
Joyner, Brice.....WOOF, Dothan
Kelly, T. F., Jr.....WHBB, Selma
Lamar, John D.....WMGY Montgomery
Larkin, John T.....WXAL, Demopolis
Lehr, Owen.....WAPX, Montgomery
Letson, A. B.....WGNH, Gadsden
McKinney, Maurice.....WJLD, Bessemer
McMoran, Lynn.....WLAY, Muscle Shoals City
Miller, Edwin R.....WMFT, Florence
Miller Gene.....WKAB, Mobile
Murphree, Frank.....WTNB, Birmingham
Murphree, W. H.....WABB, Mobile
Nichols, Glen.....WJBY Gadsden
Pebworth, H. E.....WFEB, Sylacauga
Rector, Lee.....WJRD, Tuscaloosa
Roberts, Ray.....WHBS, Huntsville
Roser, J. V.....WMSL, Decatur
Sanderson J. V.....WSGN, Birmingham
Shelkofsky, Cliff.....WSFA, Montgomery
Swicegood, Jess.....WDIG, Dothan
Todd, T. H.....WTBC, Tuscaloosa
Townshend, John.....WGWC, Selma
Vessels, J. C. Colonel.....WGAD, Gadsden
Weatherly, W. D.....WCOV, Montgomery
Whatley, James.....WRFS, Alexander City
White, Wiely, W.....WWWB, Jasper
Williamson, Calvin.....WGWD Gadsden
Wright, A. Fred.....WJJJ, Montgomery

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### Arizona

Anderson, A. C.....KTAR, Phoenix
Baker, Clifford.....KNOG, Nogales
Baker, Cliff.....KPHO Phoenix
Cimmyiotti, Vernard.....KOPO, Tucson
Edwards, Marvin.....KRUX, Phoenix-Glendale
Eitel, George.....KYCA, Prescott
Fernyhaugh, Wayne.....KCKY Coolidge
Hartman, Herbert W.....KGLU, Safford
Holsclaw, Ray H.....KVOA, Tucson
Karpisek, W. J.....KCNA, Tucson
Kilness, Justin.....KAWT, Douglas
Kirby Selwin.....KOOL, Phoenix
Livingston, Clifford.....KTUC, Tucson
Miller, Clifford R.....KOY, Phoenix
Thompson, Ted.....KWJB, Globe
Wheeler, Leavenworth.....KYUM, Yuma
Woodley, Harry L.....KWRZ Flagstaff

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### Arkansas

Butler, Earl.....KXLR, Little Rock
Causey, Don.....KHOZ, Harrison
Dekker, Aubrey.....KFFA, Helena
Dennis, Bruce.....KWHN, Fort Smith
Dillaplain Vernon L.....KWEM, West Memphis
Dotson, George.....KGRH, Fayetteville
Douglas, J. E.....KDRS, Paragould
Hunter, Doris C.....KAMD, Camden
Kunkell, Willard E.....KFBW, Fort Smith
Long, John.....KELD, El Dorado
Penix, Charles.....KCLA, Pine Bluff
Platt, Robert, Jr.....KFSA, Ft. Smith
Skinner, Marion.....KLCN, Bly & Leville
Smith, Cecil E.....KVOA, Siloam Springs
Sneed William.....KXRJ, Russellville
Suitt, Cecil L,.....KTHS, Hot Springs
Tracy, Kermit.....KLRA, Little Rock
Warden, Jack.....KWAK, Stuttgart
Wilson, Tom.....KWFC, Hot Springs
Winn, Dan L.....KARK, Little Rock

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### California

Baily, Ray.....KCRA, Sacramento
Banks, Troy L.....KRDU, Dinuba
Bates, William H., Jr.....KTRB, Modesto
Berger, Walt.....KXOB Stockton
Berlin, Charles Vernon.....KSCO, Santa Cruz
Berthold, Wayne.....KJBS, San Francisco
Black, H. Neil.....KSMO, San Mateo
Blatterman, H. L.....KFI, Los Angeles
Bonaventure Herbert.....KVEC, San Luis Obispo
Bowman, Les.....KNX, Los Angeles
Brock, George W.....KRNO, San Bernardino
Bronson, Walt.....KBLF, Red Bluff
Carruthers, Walter.....KHJ, Los Angeles
Choate, Forrest T.....KDB, Santa Barbara
Collette, Jerry G.....KROP, Brawley
Collins, William G.....KGB, San Diego
Cormack, A. N.....KQW, San Jose
Cowan, Jack.....KVVC, Ventura
Crumbaugh Luther.....KGER, Long Beach
Cunningham, Bill.....KLOK, San Jose
David, Arthur.....KGYW, Vallejo
Dean, Elbert.....KARM, Fresno
Downey, C. E.....KROW, Oakland
Dralle, C.....KCOY, Santa Maria
Dunn, Frank.....KPAS, Banning
Evans, A. E.....KGO, San Francisco
Ewing, George.....KFXM, San Bernadino
Fields, Dave.....KRE, Berkeley
Ford Owen, J.....KITO, San Bernardino
Freitag, Willis O.....KRKD, Los Angeles
Froming, Ted.....KAFY, Bakersfield
Fulwood, Fred.....KWTC, Barstow
Gregg, Paul.....KWBR, Oakland
Guenthar, Stanley G.....KVOE, Santa Anna
Gunn, Richard.....KICO, Calexico
Hall, Floyd.....KOCS, Ontario
Hall, J. M.....KSBW, Salinas
Hassett, Vern.....KSRO, Santa Rosa
Hildebran Dave.....KIEM, Eureka
Horton, Alfred.....KERO, Bakersfield
Houston, Harold C.....KSUE, Susanville,
Hughes, Forrest.....KKIN, Visalia
Johnson, F. M.....KBUC, Corona
Johnston Lee.....KEEN, San Jose
Jones, William F.....KWIK, Burbank
Kennedy, Frank.....KHJ, Los Angeles
Kerr, Donald.....KCSB, San Bernadino
King, Lawrence H.....KSJO, San Jose
Leake, Paul E.....KXOA, Sacramento
Lee, Robert E., Jr.....KFMB, San Diego
Leff, Ben.....KAGH, Pasadena
McBain, Don.....KCMJ, Palm Springs
McDowell, Lawrence W.....KFOX, Long Beach

McKinney, Hampton.....KTIP, Porterville
McQueary, Lloyd.....KMYC, Marysville
Martineau Howard.....KROY, Sacramento
Marvin, Bill.....KSON, San Diego
Maginnis, Bill.....KSYX, Yreka
Mason, Curtiss.....KFI, Los Angeles
Mealey, K. L.....KFRE, Fresno
Miller, Wilbur.....KXO, El Centro
Milton, Vern.....KUSN, San Diego
Morecroft, John.....KOWL, Santa Monica
Morrison, James C.....KCOK, Tulare
Murphey, Melvin H.....KTIM, San Rafael
Nesmith, Frank.....KWG, Stockton
Nicolay, Albert A.....KTMS, Santa Barbara
Nielson, Julian J.....KSGN, Sanger,
Oakley, Ron.....KFAC, Los Angeles
Obuchon Homer.....KGFJ, Hollywood
Olson, Carl.....KLAC, Los Angeles
Palmer, George.....KPRL, Paso Robles
Peck, Curtis.....KNBC, San Francisco
Planting, Merwyn F.....KVSM, San Mateo
Pope, Russel B.....KYOS, Merced
Reader, Jack.....KXLA, Pasadena
Rees, David H.....KWSD, Mount Shasta
Reynolds, Stan.....KUCB, Blythe
Reynolds, Stan.....KPRO, Riverside
Richard Rodney.....KHUB, Watsonville
Saueressig, Stan.....KIST, Santa Barbara
Schulz, Paul.....KYA, San Francisco
Schumann, Vern.....KIEV, Glendale
Shatto, Luverne.....KERN, Bakersfield
Shelley, Oscar D.....KSFE, Needles
Sherburne, Charles.....KSDJ, San Diego
Sigmon, Loyd.....KMPC, Los Angeles
Skelton, John R.....KSAN, San Francisco
Smith, Creigh.....KDAC, Fort Bragg
Smith, Rosewell S.....KLX, Oakland
Sole, Jack H.....KNGS, Hanford
Spargo, Paul W.....KWKW, Pasadena
Sronce, Stam.....KFBK, Sacramento
Strople, Edward P.....KHUM, Eurika
Towne, A. E.....KSFO, San Francisco
Ullom, Chet.....KUBA, Yuba City
Underwood, E. G.....KFRC, San Francisco
Vanderbeek, Herbert.....KVON, Napa
Wallace, William N.....KMJ, Fresno
Welch, Jim.....KTKR, Taft
Williams, Bert.....KYNO, Fresno
Williamson, Warren S.....KYOR, San Diego
Wrathall, Grant R.....KRUZ, Santa Cruz
Wright, Omer N.....KDON, Monterey

## Colorado

Antic John L.....KRLN, Canon City
Austin, Harold.....KCOL, Fort Collins
Beehler, Elmer G.....KGEK, Sterling
Benedict, Louis P.....KUBC, Montrose
Blanchard Robert R.....KTLN, Denver
Brewer, Harry.....KFKA, Greeley
Dobbins Blair.....KBOL, Boulder
Ekrem, T. C.....KVOD, Denver
Emrich, Paul.....KYOU, Greeley
Figal, John.....KPHC, Walsenburg
Hay, Charles.....KFXJ, Grand Junction
Hoffman Harold.....KIUP, Durango
James, Glen.....KMYR, Denver
Kettle, George.....KGIW, Alamosa
Mason, Harry.....KCSJ, Pueblo
Morrissey, Tom G.....KFEL, Denver
Owen, Robert H.....KOA, Denver
Pyle, W. D.....KVOD, Denver
Rohrer, Joseph H.....KRDO, Colorado Springs
Shanks, Willis C.....KGHF, Pueblo
Strang, Cozine.....KVOR, Colorado Springs
Towne D. E.....KLMR, Lamar
Walker, Andrew.....KRAI, Craig
Wehrman, Harvey E.....KLZ, Denver
Wilson, Lloyd.....KOKO, La Juanta
Wilson, Lloyd.....KSFT, Trinidad

## Connecticut

Atkinson, William R.....WKNB, New Britain
Brennan, Don.....WWCO, Waterbury
De Laurentis, Vincent.....WNHC, New Haven
Gellman, Ernest.....WAVZ, New Haven
Hales, Frank B.....WBRY, Waterbury
Hitchcock, Webster T.....WTOR, Torrington
Holt, Cayford A.....WLIZ, Bridgeport
Holt, Rogers.....WONS, Hartford
Jensen, Russel.....WATR, Waterbury
Keich, George P.....WICC, Bridgeport
King, Fed.....WELI, New Haven
Langfelder, Gabriel.....WMMW, Meriden
Markman, Edward L.....WSTC, Stamford
Martino, Italo A.....WDRC, Hartford
Masini, Charles S.....WTHT, Hartford
Morey, Gerald J.....WNLC, New Haven
Pallokat, Alfred F.....WLCR, Torrington
Stephens, Edward.....WBIS, Bristol
Taylor, Herman.....WTIC, Hartford
Thomas, Harold.....WNAB, Bridgeport
Wessenberg, Howard.....WCCC, Hartford
Winter, Charles W.....WNLK, Norwalk

## Delaware

Eckstein, Herbert.....WAMS, Wilmington
Evans, William C.....WDOV, Dover
Kennedy, Edwin.....WILM, Wilmington
Mathiot, J. E.....WDEL, Wilmington
Neuhaus, Wayne.....WTUX, Wilmington

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Cannon, Ralph E., Jr.....WINX, Washington
Cooper, Donald.....WRC, Washington
Harvey, Frank.....WMAL, Washington
Hunt, Clyde.....WTOP, Washington
Martin, Robert B.....WOQW, Washington
Reed, Harold.....WOL, Washington

## Florida

Askew, Bill.....WOVS, Jacksonville
Betts, Arthur.....WDHL, Bradenton
Brown, Emerson.....WTRR, Sanford
Callahan, W. P.....WTMC, Ocala
Callan, John.....WTAN, Clearwater
Castle, Charles.....WLBF, Leesburg
Chamberlin, R. M.....WGGG, Gainesville
Clemans, C. S.....WSWN, Belle Glade
Clifton, Charles.....WRHP, Tallahassee
Craig, L. Orden.....WSIR, Winter Haven
Daniel, W. Dodd, Jr.....WLOW, Orlando
Dashiell, Gene.....WHOO, Orlando
Donavan, James R.....WPDO, Jacksonville
Ellenwood, Webster K.....WMFJ, Daytona Beach
Evenden, Lewis.....WJVB, Jacksonville Beach
Grant, James E.....WSPB, Sarasota
Grove, Howard.....WEAR, Pensacola
Harris, Homer.....WKWF, Key West
Hayford, Beecher.....WJHP, Jacksonville
Heath, Harold.....WCOA, Pensacola
Heitzman, William P.....WIRK, West Palm Beach
Hopkins, John T., III.....WTAX, Jacksonville
Kinney, Walt E.....WBAY, Coral Gables
Kirkland, Martin C.....WEUS, Eustis
Knoche, James W.....WIVY, Jacksonville
Lee, William P.....WLAK, Lakeland
Legg, Harold.....WCLE, Clearwater
Link, Louis J.....WSUN, St. Petersburg
McCall, L. C.....WWPF, Palatka
McConnell, Duane.....WRUF, Gainesville
McLellan, Charles.....WHBO, Tampa
Mangold, William D.....WTSP, St. Petersburg
Mead, G. Bert.....WBSR, Pensacola
Miller, Jack.....WMBM, Miami Beach
Mitchell, Joseph.....WFLA, Tampa
Moore, Fred F.....WNDB, Daytona Beach
Moore, William D.....WDAE, Tampa
Prestwood, Franklin.....WCNU, Crestview
Raistrick, Ernest.....WFOY, St. Augustine
Reuter, Christian.....WTYS, Marianna
Rider, Gene.....WQAM, Miami
Scott, Elmer.....WDLP, Panama City
Scott, F. A.....WROD, Daytona Beach
Scott, H. A.....WORZ, Orlando
Scott, Milton C.....WIOD, Miami
Sheets, Howard O.....WFTL, Ft. Lauderdale
Sheetz, William A.....WMIE, Miami
Shropshire, Albert.....WGBS, Miami
Singleton, Bruce.....WDSR, Lake City
Smith, Arthur P., Jr.....WKAT, Miami Beach
Snowden, W. A., Jr.....WTAL, Tallahassee
Sowinski, James.....WIRA, Fort Pierce
Sprunt, Richard.....WEAT, Lake Worth
Tison, J. B.....WALT, Tampa
Vance, John, Jr.....WINK, Fort Myers
Vickers, Edward.....WVCG, Coral Gables
Vordermark, Ernest B.....WMBR, Jacksonville
Walkden, Clyde E.....WWPG, Palm Beach

Waltz, Kenneth R. ..... WMMB, Melbourne
Watkins, C. E. ..... WINZ, Hollywood
Wright, Otis C. ..... WJNO, West Palm Beach
Yarbrough, J. E. ..... WDBO, Orlando

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Akerman, Ben ..... WGST, Atlanta
Andrews, John S. ..... WBLJ, Dalton
Bates, Bill ..... WTWA, Thomson
Beaty, Lamar ..... WMGA, Moultrie
Bobo, Rabun F. ..... WRDW, Augusta
Brannen, Lynne ..... WFOM, Marietta
Brown, Hudoe ..... WSAC, Columbus
Brown, Keith F. ..... WGCA, Gainsville
Callicott, C. M. ..... WTNT, Augusta
Church, Ernest ..... WKLY, Hartwell
Cram, Paul B. ..... WAGA, Atlanta
Daughtery, C. F. ..... WSB, Atlanta
Dennis, Ralph ..... WGOV, Valdosta
Drewry, L. D. ..... WRFC, Athens
Duke, Tommy ..... WDEC, Americus
Evans, Bill ..... WGAU, Athens
Gamble, Joe A. ..... WRBL, Columbus
Goodrich, H. S. ..... WBML, Macon
Hanssen, Thomas ..... WBHB, Fitzgerald
Hattaway, Robbie O. ..... WMVG, Milledgeville
Holt, David J. ..... WBGE, Atlanta
Honey, Jim ..... WDWD, Dawson
Hooper, Chessley F. ..... WLBB, Carrollton
Hunt, G. C. ..... WGAA, Cedartown
Jewett, Howard ..... WDAR, Savannah
Jones, Randy ..... WDAK, Columbus
Jones, W. G. ..... WRQN, Vidalia
Jopling, John P. ..... WGAC, Augusta
Kennedy, Bill ..... WERD, Atlanta
Kibler, Ambrose ..... WNEX, Macon
Lange, William F. ..... WQXI, Atlanta (Buckhead)
Lester, Milo ..... WKMA, Quitman
Lewis, Clinton J. ..... WWNS, Statesboro
Lord, Charlie R. ..... WMLT, Dublin
Lowry, Ken ..... WROM, Rome
McClung, W. C. ..... WGPC, Albany
McKay, James ..... WLAG, LaGrange
Magill, R. R. ..... WRLD, West Point
Mallory, K. T. ..... WKTG, Thomasville
Maxwell, Tom ..... WIBB, Macon
Meeks, Carl J. ..... WLET, Toccoa
Moats, William E. ..... WCCP, Savannah
Owen, Reeve R. ..... WTOC, Savannah
Poole, James ..... WPAX, Thomasville
Rankin, George P. ..... WMAZ, Macon
Roberts, Wendell C. ..... WWGS, Tifton
Ruckle, Ernest ..... WALB, Albany
Scott, Daniel B. ..... WLAQ, Rome
Slaughter, Robert G. ..... WBHF, Cartersville
Starr, R. L. ..... WRGA, Rome
Thompson, M. E. ..... WSAV, Savannah
Weiss, George G. ..... WBBQ, Augusta
Welch Walter O. ..... WCOH, Newnan
White, Robert L., Jr. ..... WMOC, Covington
Whitley, G. H., Jr. ..... WKEU, Griffin
Wilder, James M. ..... WFRP, Savannah
Wiseley, John H. ..... WGBA, Columbus
Woodson, Al ..... WDMG, Douglas

## Idaho

Burgess, Jerry ..... KCID, Caldwell
Call, Ellis W. ..... KSEI, Pocatello
Carlson, Jim ..... KWEI, Weiser
Cox, Ver ..... KVMV, Twin Falls
Dennis, Julian ..... KEYY, Pocatello
Dreher, Turner, Ga. ..... KWAL, Wallace
Egelston, Richard ..... KGEM, Boise
Hurt, Edward ..... KFXD, Nampa
Hutton, William ..... KFNF, Shenandoah
James, Lloyd ..... KLIX, Twin Falls
Johntz, James A., Jr. ..... KDSH, Boise
Layne, C. N. ..... KID, Idaho Falls
Malone, George ..... KTFI, Twin Fal's
Musulin, Denzil ..... KEIO, Pocatello
Nelson, Blair ..... KIFI, Idaho Falls
Oleson, Howard ..... KVNI, Coeur d'Alene
Pinney, Donald ..... KBIO, Burley
Toedemeier, Harold W. ..... KIDO, Boise
Wilson, Gene ..... KRLC, Lewiston
Young, Herbert D. ..... KRPL, Moscow

## Illinois

Bailey, Fred ..... WJBC, Bloomington
Barker, Vincent S. ..... WFRL, Freeport
Baum, Jack R. ..... WDWS, Champaign
Brügger, John R. ..... WILL, Urbana
Cassens, G. J. ..... WLDS, Jacksonville
DeCosta, Lester ..... WJOL, Joliet
Dewing, H. L. ..... WCVS, Springfield
DeWitt, Clayton C. ..... WLBK, DeKalb
Ebel, A. James ..... WDZ, Tuscola
Ebel, James A. ..... WMBD, Peoria
Fisher, Edward ..... WHOW, Clinton
Franklin, Scott ..... WCRA, Effingham
Frye, A. P. ..... WMBI, Chicago
Gladson, Elmer L. ..... WEBQ, Harrisburg
Haerle, John ..... WGEM, Quincy
Horstman, Ed ..... WENR, Chicago
Jacker, Edward W. ..... WAIT, Chicago
Harrell, Robert ..... WKAN, Kankakee
Hayes, E. P. ..... WHFC, Cicero
Horine, Carl ..... WWXL, Peoria
Kitner, John ..... WMRO, Aurora
Lewicki Chester ..... WEDC, Chicago
Livesay, Ray ..... WLBH, Mattoon
Lunkinen, Rudolph ..... WIRL, Peoria
Luttgens, Howard C. ..... WMAQ, Chicago
Lynch, Larry ..... WQUA, Moline
McCann, Lawrence ..... WLPO LaSalle
Magin, T. G. ..... WDAN, Danville
Meyers, Carl J. ..... WGN, Chicago
Miller, Adron ..... WMIX Mt. Vernon
Mollring, Marvin M. ..... WIBV, Belleville
Myers Walter F. ..... WJJD, Chicago
North, Dwight ..... WCNT, Centralia
Parks, Vernon H. ..... WMMJ, Peoria
Payton, Thomas, Jr. ..... WOKZ, Alton
Plotts, Ellery L. ..... WGES, Chicago
Prandoni Emil ..... WSIV, Pekin
Riggins, Maurice ..... WKAI, Macomb
Rowe, Thomas ..... WLS, Chicago
Sawyer, Marion ..... WCIL, Carbondale
Scandrett, E. D. ..... WGIL, Galesburg
Schnedorf L. ..... WNMP, Evanston
Shirk, Kenneth C. ..... WIND, Chicago
Sinnett, Robert J. ..... WHBF, Rock Island
Smith, Wilfred A. ..... WROK, Rockford
Stockberger, John ..... WBYS, Canton
Swaringen C. E. ..... WTAX, Springfield
Ulrich, Carl W. ..... WAAF, Chicago
Weber, James H. ..... WVLN, Olney
White, Clinton R. ..... WCRW, Chicago
White, Erle E. ..... WTMV, East St. Louis
Whitman Urlin ..... WTAD, Quincy
Willett, Charles ..... WCFL, Chicago
Wooster, Alden F. ..... WEEK, Peoria
Yandell, Ryburn ..... WJPF, Herrin

## Indiana

Adams, Harry ..... WIBC, Indianapolis
Alden Eugene E. ..... WIRE, Indianapolis
Alden, Eugene, E. ..... WAOV, Vincennes
Aldrich, Donald ..... WBOW, Terre Haute
Alter, Charles ..... WXLW, Indianapolis
Bock, F. J. ..... WJVA South Bend
Brewer, James R. ..... WTCJ, Tell City
Chose, Eugene A. ..... WFTW, Fort Wayne
Cole, Herbert G. ..... WSBT, South Bend
Copeland, Thomas J. ..... WKJG, Fort Wayne
Crain, Maury ..... WLBC, Muncie
Duning, L. J. ..... WKBV, Richmond
Felts, T. R. ..... WTHI, Terre Haute
Garba, Harry ..... WASK, Lafayette
Gresham, Stokes Jr. ..... WISH, Indianapolis
Hoffman, Gilbert ..... WJPS, Evansville
Holland, Harold ..... WFBM, Indianapolis
Holzapfel, Donald ..... WGL, Fort Wayne
Maltby, David ..... WHOT, South Bend
Moseby James ..... WITZ, Jasper & Huntingberg
Palmer, George ..... WKMO, Kokomo
Peters, Jess ..... WJOB, Hammond
Ratts, Bruce ..... WOWO, Fort Wayne
Rector, Chester ..... WIOU, Kokomo
Rolfe, James ..... WSUA, Bloomington
Routh, Kenneth ..... WCBC, Anderson
Schilling, Robert ..... WIMS, Michigan City

Schoeny Erwin P.....WGBF, Evansville
Shroyer, L. M.....WHBU, Anderson
Stoltz George F.....WIKY, Evansville
Townsley, Ralph R.....WBAA, West Lafayette
Vick, John.....WANE, Fort Wayne
Weigel, Morton.....WTTS, Bloomington
Westfall, Charles E.....WBAT, Marion
Wilson, Robert.....WEOA, Evansville
Zellmer, L. W.....WTRC, Elkhart

## Iowa

Amoo, Lloyd R.....KIOA, Des Moines
Anderson, Herbert G.....KFJB, Marshalltown
Andrew, Gil.....KROS, Clinton
Arvidson Paul G.....WOC, Davenport
Ashby, Willis L.....KXGI, Fort Madison
Bartlett, F. E.....KSO, Des Moines
Brown, Bob.....KCBC, Des Moines
Caldwell, Kenneth M.....KCRG, Cedar Rapids
Christenson, Elmer.....KWPC, Muscatin
Dier, S. C.....KSCJ, Sioux City
Duncan, Jack.....KSMN, Mason City
Easterly, Willard.....KTRI, Sioux City
Eittreim, Curtis.....KDEC, Decorah
Frazee, Alvin M.....KOKX, Keokuk
Full Elliott.....KXIC, Iowa City
Gallino, John.....KBUR, Burlington
Hall, Robert W.....KSWI, Council Bluffs
Hancock, Robert I.....KDTH, Dubuque
Hatchet, Wayne J.....KBIZ, Ottumwa
Hixenbaugh, George .....WMT, Cedar Rapids
Kassner, Donald E.....KXEL, Waterloo
Lawson, Larry.....KICM, Mason City
Polen, Louis A.....KSIB, Creston
Quentin, Charles.....KRNT, Des Moines
Sawyer Roger E.....KGLO, Mason City
Schaeffer, C. R.....KAYX, Waterloo
Schroeder, R. J.....KMA, Shenandoah
Schwarz, Werner.....KWDM, Des Moines
Sinclair, David G.....KVFD, Fort Dodge
Snyder, Reed E.....WHO, Des Moines
Touw, Clarence.....KICD, Spencer
Uyeoka, John.....WKBB, Dubuque
Woodard, Charles.....KAYL, Storm Lake

## Kansas

Bliesner, Carl B.....WREN, Topeka
Brosseau W. D.....KSEK, Pittsburg
Bryant, Bob.....KIUL, Garden City
Butterfield, Harry C.....KIND, Independence
Clary, Millary.....KWHK, Hutchinson
Dadisman, Amos C.....KFH, Wichita
Daniels, Paul H.....KTSW, Emporia
Heithecker, Ted.....KANS, Wichita
Howe, Edward H.....KSOK, Arkansas City
Jaminet, J. S.....KGGF, Coffeyville
Lynch, U. L.....KXXX, Colby
McClintock Henry.....KGNO, Dodge City
Marquardt, K. G.....KCKN, Kansas City
Marquardt, K. G.....WIBW, Topeka
Newby, Harold.....KAKE, Wichita
Pyle, K. W.....KFBI, Wichita
Stafford, Leo.....KOAM, Pittsburg
Stevenson, David R.....KTOP, Topeka
Swafford, John.....KWBW, Hutchinson
Vance, N. E., Jr.....KSAL, Salina
Wallack, Chester A.....KVGB, Great Bend

## Kentucky

Adams, Eugene S.....WKIC, Hazard
Agostine, John.....WSFC, Somerset
Crawley, J. B.....WTCO, Campbellsville
Drake, Elmer C.....WNOP, Newport
Dunbar Paul.....WVLK, Versailles
Esten, Perry.....WGRC, Louisville
Goodaker, Leslie.....WOMI, Owensboro
Greenwood, John.....WHLN, Harlan
Hargrove, Joseph M.....WKTM, Mayfield
Helt, Sanford.....WLAP, Lexington
Henson, Russell.....WCTT, Corbin
Hudson, Wilbur.....WAVE, Louisville
Jagoe, Robert E.....WVJS, Owensboro
Lemond, Lynn.....WNGO, Mayfield
Lockwood, Edward C.....WKAY, Glasgow
McGown, Neal.....WKCT, Bowling Green
Martin William.....WFTM, Maysville
Mendenhall, George.....WMIK, Middlesboro
Mick, Evers.....WCIF, Madisonville
Miller, Rondal L.....WLBJ, Bowling Green
Morris, U. C.....WPAD, Paducah
Nunn, Vernon R.....WSON, Henderson
Picazo, M. E.....WMTC, Vancleve
Rinn, E. R.....WINN, Louisville
Roach, Wallis.....WFKY, Frankfort
Sims, C. G.....WKYB, Paducah
Summerford D. C.....WKLO, Louisville
Towner, Orring W.....WHAS, Louisville
Warner, Otho.....WLEX, Lexington
Washington, Richard.....WZIP, Covington
Weaver, Clarence.....WCMI, Ashland
Wilson, Leo Y.....WHOP Hopkinsville
Yount, Bill.....WKLX, Lexington

## Louisiana

Anderson, Gordon.....KROF, Abbeville
Antony, W. E.....KWKH, Shreveport
Baily, Clovis L.....KSIG, Crowley
Blacketer Jack.....KWSL, Lake Charles
Bloom, J. D., Jr.....WWL, New Orleans
Bourgeois, Albert.....WNOE, New Orleans
Carlson, L. J.....KENT, Shreveport
Case, E. E.....WCLA, Baton Rouge
Craft, A. B.....KPLC, Lake Charles
Crew, Carroll G.....KWCJ, Natchitoches
Dudley, Vernon E.....WJBO, Baton Rouge
Eckhardt, S. E.....KTRY, Bastrop
Goulden, Carl.....KRMD, Shreveport
Hebert, Freddie.....KSLO, Opelousas
Hook, C. T.....KVOL, Lafayette
Jones, Donald L.....KCIL, Houma
McDonald E. W.....KSYL, Alexandria
Maddox, C. H.....KTBS, Shreveport
Mayord, George A.....WJMR, New Orleans
Mondy, Harrison.....WWEZ, New Orleans
Morgan, O. L.....KMLB, Monroe
Peebles, Glenn.....KGOV, Alexandria
Prichard, Errett.....KANE, New Iberia
Ratliff, Jack.....KNOE, Monroe
Riddle, Lindsey.....WDSU, New Orleans
Sexton, Jesse R.....KALB, Alexandria
Shean Henry.....KRUS, Ruston
Van Valkenburg, Edward....WLCS, Baton Rouge
Vargo, Andrew.....KLOU, Lake Charles
Whitney, Charles.....WJBW, New Orleans

## Maine

Crandon, Fred G.....WCSH, Portland
Dickson, Walter.....WABI, Bangor
Dinsmore, Harold T.....WRDO, Augusta
Hall, Leslie R.....WLAM, Lewiston
Hession, Gerlad G.....WMTW, Portland
Hodgkins, Robert W.....WGAN, Portland
Hughes Lester E.....WAGM, Presque Isle
MacGown, Lauris P.....WGUY, Bangor
Mason, Donald.....WCOU, Lewiston
Parker, Robert H.....WFAU, Augusta
Perry, Roger L.....WPOR, Portland
Sutherland, Donald H.....WTVL, Waterville
Velardi, Stephen.....WJOR, Bangor
Wibby, John.....WLBZ, Bangor

## Maryland

Brewer, Harold G.....WARK, Hagerstown
Burns, Howard M., Jr.....WCUM, Cumberland
Chaconas, Nicholas J.....WGAY, Silver Springs
Duff, James S.....WITH, Ba timore
Fisher, Frederick W.....WCMD, Cambridge
Gilbert, James.....WOOK, Silver Springs
Harris, Bruce W.....WANN, Annapolis
Horston, G. Porter.....WCBM, Baltimore
Jones, Martin L.....WCAO, Baltimore
Kuntz, William O.....WASA, Havre de Grace
Leck, Stanley, Jr.....WASL, Annapolis
McIntire, George.....WJEJ, Hagerstown
Morgan, Russel H.....WBMD, Baltimore
Ranft, William Q.....WFBR, Baltimore
Robertson, James W.....WFMD, Frederick
See, Harold.....WBAL, Baltimore
Selleck, William.....WTBO, Cumberland
Story, Vernon.....WBCC, Bethesda-Chevy Chase
Ward, Jack W.....WBOC, Salesbury
Wolfe, Ben.....WSID, Baltimore

## Massachusetts

Baldwin, Philip K.....WHDH, Boston

Bartol, Frank.....WKOX, Framingham
Bonney, J. C.....WCRB, Waltham
Browning, E. A.....WTAG, Worcester
Crandell, Ervin.....WVOM, Boston
Dailey, William B.....WMNB, North Adams
Davis, Harold.....WCCM, Lawrence
Dorschug, Harold A.....WEEI, Boston
Duffy John.....WJDA, Quincy
Emery, Stanley.....WNBH, New Bedford
Emery, Stanley S.....WOCB, West Yarmouth
Grahn, Joseph.....WAAB, Worcester
Hale, Roland C.....WCOP, Boston
Hauser, W. H.....WBZ Boston-Springfield
Hinckley, George A.....WLAW, Lawrence
Hurd, Paul A.....WHAV, Haverhill
Joslin, Fred.....WRMS, Ware
Kalin, Ted.....WEIM, Fitchburg
Lavendall Leonard.....WBRK, Pittsfield
MacAdam, Mark L.....WBKA, Brockton
Memishian, John.....WMEX, Boston
Michaels, A. G.....WLLH, Lowell, Lawrence
Michnovez, John.....WMAS, Springfield
Paley, Jack.....WHYN, Holyoke
Parker, John W.....WORL, Boston
Parker, John.....WLYN, Lynn
Pavao, John.....WSAR, Fall River
Randol, Harold.....WBZA, Boston-Springfield
Rattigan, Herbert.....WBMS Boston
Reilly, Lawrence A.....WSPR, Springfield
Robinson, Irving B.....WNAC, Boston
Robinson, Ralph J.....WACE, Chicopee
Smith, Charles H.....WKOB, North Adams
Spates James L.....WBEC, Pittsfield
Vincent, Parker.....WHOB, Gardner
Wheeler, Leland F.....WHAI, Greenfield
Wilson, Vernon P.....WNEB, Worcester

## Michigan

Allen, James W.....WHRV, Ann Arbor
Berry, Robert W.....WMIQ, Iron Mountain
Blumerich, Homer.....WMRP, Flint
Bristol, S.....WOAP, Owosso
Burgan, George L.....WHDF, Houghton
Carpenter, Ralph H.....WBCM, Bay City
Carter, W. C.....CKLW, Detroit-Windsor
Clark, Edward H.....WJLB, Detroit
Conant, Leslie.....WHLS, Port Huron
Dahlbacka, Arne.....WJMS, Ironwood
Dewey, Charles W. Jr.....WBCK, Battle Creek
Fallain, Frank D.....WFDF, Flint
Forsyth, Ed.....WWOK, Flint
Foster, Jack W.....WDBC, Escanaba
Frincke, Paul.....WJBK, Detroit
Griner Gail D.....WABJ, Adrian
Groenevelt, Richard.....WGRD, Grand Rapids
Hull, Clyde J.....WKLA, Lundington
Jones, Darrell.....WTAC, Flint
Kaari, Eugene.....WIKB, Iron Mountain
Kiker, William.....WATZ, Alpena
Koerner, Meredith.....WSAM, Saginaw
Kotcher, Charles.....WXYZ, Detroit
Krivitsky, George.....WMUS, Muskegon
Lee, Carl E.....WJEF, Grand Rapids
Lee Carl E.....WKZO, Kalamazoo
Leydorf, G. F.....WJR, Detroit
Love, E. J.....WWJ, Detroit
Maloney, Bernard R.....WJPD, Ishpeming
Martin, Jerrold.....WKMH, Dearborn
Morris, William F.....WSOO, Sault St. Marie
Pendleton, Kenneth.....WKBZ, Muskegon
Pomeroy, John C.....WILS, Lansing
Robinson, Munson U.....WHBF, Benton Harbor
Russell, Fred.....WOOD, Grand Rapids
Ryan G. Elwood.....WBBC, Flint, Mich.
Sparks, Garnet Q.....WEXL, Royal Oak
Stearns George D.....WPAG, Ann Arbor
Stephens, Carl E.....WGFG, Kalamazoo
Stevens, Lee.....WLAV, Grand Rapids
Stone, Earl J.....WELL, Battle Creek
Stoner, Marion.....WTTH, Port Huron
Thomas, Mas.....WKNX, Saginaw
Timmer, John D.....WFUR, Grand Rapids
Westrate, Millard C.....WHTC, Holland
Wirtanen Charles.....WIBM, Jackson

## Minnesota

Allen, Harold E.....KDGE, Fergus Falls
Beloungy, J. J.....WCCO, Minneapolis
Bothman, A. J.....KTRF, Thief River Falls
Cross, Bob.....KROC, Rochester
Dettman, Robert A.....KDAL, Duluth
Fessenmeyer, Ross A.....KBZY, Grand Rapids
Fritze, Warren.....WMIN, St. Paul
Gander, Darrle F.....WXLT, Ely
Geiken, Don.....KVOX, Moorhead
Gill Norman.....WEBC, Duluth
Gill, Norman....WHLB, Virginia; WMFG, Hibbing
Houts, James.....KYSM, Mankato
Hyde, John E.....KDHL, Fairbault
Jacobs, Merrill.....KBUN Bemidji
Johnson, Stanley.....KWNO, Winona
Kiewel, William.....KROX, Crookston
Klein, Glen.....KAUS, Austin
Knapp, Clinton W.....KOWA, Worthington
Laskey Melvin J.....WEVE, Eveleth
Lawson, Larry.....KATE, Albert Lea
Linder, Willard.....KWLM, Willmar
Lounsberry, William.....WREX, Duluth
McMahon, John.....KTSP, Minneapolis-St. Paul
Sherman, John.....WTCN Minneapolis-St. Paul
Vandersluis, Arthur.....KLIZ, Brainerd
Willard, Linder.....KMHL, Marshall
Winkler, Charles W.....WDGY, Minneapolis
Witschen Robert.....KFAM, St. Cloud

## Mississippi

Benson, G. G.....WRBC, Jackson
Betmarik, Al.....WMOX, Meridian
Brady, Philip.....WAPF, McComb
Breland, Ed.....WAML, Laurel
Drake, C. E.....WQBC Vicksburg
Essary, William M.....WCMA, Corinth
Flinspach, D. A.....WAZF, Yazoo City
Frantz, F. H.....WHOC, Philadelphia
Green, LeRoy.....WELO, Tupelo
King John E.....WROB, West Point
Kuhn, Percy L.....WJPR, Greenville
Lewis, W. A.....WVIM, Vicksburg
McFerrin, Thomas.....WCBI, Columbus
McLemore, B. B.....WFOR, Hattiesburg
Majure, Thomas B.....WLOX, Biloxi
Murphy, Donovan.....WGCM, Gulfport
Perkins, C. A.....WSLI, Jackson
Pierce Ed.....WLAU, Laurel
Pierce, Louis.....WGRM, Greenwood
Ray, George C.....WKOZ, Kosciusko
Root, Percy G.....WJDX, Jackson
Sanders, Rober Louis.....WSKB, McComb
Saxon, Joe H.....WTOK Meridian
Tolar, Ray.....WCJU, Columbia
Wilson, R.....WROX, Clarksdale

## Missouri

Barker, Kermit.....KREI, Farmington
Bauer, Fritz.....KWTO, Springfield
Brauhn Leon.....KIRX, Kirksville
Conner, Robert.....KBOA, Kennett
Curry, William F.....KTTS, Springfield
Flaherty, J. A.....WDAF, Kansas City
Fleet, John H.....KSTL, St. Louis
Goldenberg, Henry.....WHB, Kansas City
Goodberlet, Edward.....WIL, St. Louis
Hackman, Leroy S.....KWOS, Jefferson City
Haigh, Robert.....KFRU, Columbia
Harrison, Austin A.....KSWM, Joplin
Harvey Harry .....KMOX, St. Louis
Hendry, E. L.....KLWT, Lebanon
Hirsch, Ralph.....KSIM, Sikeston
Koch, Wesley, J.....KFEQ, St. Joseph
Langford, Jack.....KDMO, Carthage
Lidenton Don L.....KWOC, Popular Bluff
Meador, Ralph.....KFSB, Joplin
Meek, Dick.....WMBH, Joplin
Mitchum, Martin M.....KTTR, Rolla
Moler, Ray.....KMBC, Kansas City
Moler, Ray.....KFRM Kansas City
Parrish, Ben.....KHMO, Hannibal
Rekart, Arthur F.....KXOK, St. Louis

Rose, Murel L.....KSGM, Ste, Genevieve
Ryan, Eldon.....KIMO, Independence
Troeglen, Karl.....KCMO, Kansas City
Volk, Joseph A.....WEW, St. Louis
Weisman, Charles.....KRES, St. Joseph
White, E. Dennis.....KGBX, Springfield
Zehr, N. J.....KWK, St Louis

## Montana

Anderegg, Don.....KBOW, Butte
Bauer, George H.....KOJM, Havre
Bunker, Eugene.....KMON, Great Falls
Farrance, Kenneth.....KANA, Anaconda
Fulchino, Sal.....KAVR, Havre
Halvorson, O. H.....KGCX, Sidney
Hildebrand, Theodore.....KBMY, Billings
Kukkola, E. R.....KXLK, Great Falls
Myhre, Wilbur L.....KFBB, Great Falls
Parker W. R.....KXLO, Lewiston
Patterson, William H.....KGEZ, Kalispell
Penwell, Norm.....KPRK, Livingston
Provis, Jack.....KXLQ, Bozeman
Provis, W. J.....KXLF, Butte
Scofield, Charles.....KRJF, Miles City
Skidmore, Jim.....KOPR, Butte
Smith, F. W. E.....KXLL, Missoula
Velo, Richard.....KIYI, Shelby

## Nebraska

Allison, Duane B.....KHAS, Hastings
Blakesley Jay.....KODY, North Platte
Hardy, Harold.....KJSK, Columbus
Hutton, William.....KFNF, Lincoln
Korinek, M. J.....KOLN, Lincoln
Kotera, William J.....WOW, Omaha
Larson, Norval.....KMMJ, Grand Island
Leonard, Paul.....KBRL, McCook
Lewis, Jack.....KGFW, Kearney
Morrison, Harland.....KOLT, Scottsbluff
Proctor, Les.....KNEB, Scottsbluff
Wiedenbach Frank.....WJAG, Norfolk
Winkler, Charles W.....KOIL, Omaha
Winkler, Charles W.....KFOR, Lincoln
Zeigler, Percy.....KBON, Omaha
Ziegler, Percy.....KORN, Fremont

## Nevada

Comer, Wilbur C.....KWRN, Reno
Craig, Wesley.....KOH, Reno
Harford, James W.....KENO, Las Vegas
Peterson, Merle.....KOLO, Reno
Van Welch, Evard.....KELK, Elko
Wittengerg R. K.....KATO, Reno
Young, Fred.....KRAM, Las Vegas

## New Hampshire

Avery, Walter.....WLNH, Laconia
Batchelder, Ernest F. Jr.....WKNE, Keene
Bingham, Robert C.....WOTW, Nashua
Chandler, Vincent.....WMUR, Manchester
Davis, George.....WKXL, Concord
Hennessey, James F.....WMOU, Berlin
Lindsay, Paul G.....WHEB, Portsmouth
Phillips, Royston.....WKBR, Manchester
Schow Reginald.....WFEA, Manchester

## New Jersey

Bremer, Frank V.....WAAT, Newark
Fekel, Frances.....WSNJ, Bridgeton
Foster, Herman.....WHBI, Newark
Godfrey, Earle.....WBAB, Atlantic City
Kikmer, Theodore P.....WTTM, Trenton
Knight, Quincy.....WMID, Atlantic City
Lucas, Earl F.....WPAT, Paterson
Mullen, C. V.....WWBZ, Vineland
Onons, C. E.....WCAM, Camden
Porter Matthew.....WCAP, Asbury Park
Prow, Rudolph C.....WMTR, Morristown
Steiger, George.....WHOM, Jersey City
Testan, Peter.....WNJR, Newark
Thron, Blair K.....WFPG, Atlantic City
Wolff, F. J.....WTNJ, Trenton

## New Mexico

Dean, K. M.....KOBE, Las Cruces
Dodds, Leonard F.....KGGM, Albuquerque
Hake, Lewis.....KOAT, Albuquerque
Hughes, Vernon.....KICA, Clovis
Johnson, George S.....KOB, Albuquerque
Jones Burney.....KSVP, Artesia
Keefer, Franklin P.....KSIL, Silver City
Lendy, Julian H.....KRTN, Raton
Morrison, John H.....KVER, Albuquerque
Sene, William.....KAVE, Carlsbad
Schultz A. F.....KFUN, Las Vegas
Shirk, Reginald H.....KCHS, Hot Springs
Summersgill, Ray.....KSWS, Rosewell
Tattan, Mark.....KTRC, Santa Fe
Vanderwood, E. J.....KVSF, Santa Fe
White David Fred, Jr.....KTNM, Tucumcari

## New York

Atherton, Jack.....WHDL, Olean
Babkes, E. J.....WWNH, Rochester
Barron, William.....WKRT, Cortland
Bates, Wiley.....WDOS, Oneonta
Beck Irvin P.....WSNY, Schenectady
Bell, Bernard.....WVOS, Liberty
Belle Isle, G. Armand.....WSYR, Syracuse
Blair, Robert N.....WGAT, Utica
Bonvouloir, Felix.....WRNY, Rochester
Brown Charles.....WEVD, New York
Brown, Gordon P.....WSAY, Rochester
Callender, Fred.....WBTA, Batavia
Chrismark, A. H.....WTRY, Troy
Corey, James.....WABY, Albany
Czaplak, Gustave.....WJJL, Niagara Falls
Darlinton, Edward.....WLIB, New York
Davis, Maynard B.....WWNY, Watertown
Doscher Deidrick.....WALL, Middletown
Dowell, John T.....WIBX, Utica
Duay, T. M.....WEIM, Elmira
Emch, Robert.....WARC, Rochester
Fiedler, Leroy.....WKBW, Buffalo
Fuelling, Paul.....WMGM, New York
Gardner, Kenneth.....WHAM, Rochester
Greene, R. Carleton.....WGVA, Geneva
Greene Thurlow A.....WENY, Elmira
Hall, Ellsworth.....WSLB, Ogdensburg
Hallinan, Charles.....WKOP, Binghamton
Hanson, O. B.....WNBC, New York
Heisler, Charles.....WROW, Albany
Hoag, Dwelle S.....WPTR, Albany
Hoffman, K. B.....WGR, Buffalo
Holt, Hillis.....WOV, New York
House Herbert.....WMBO, Auburn
Inman, Herbert.....WKNY, Kingston
Kelley, A. A.....WINR, Binghamton
Kelly, James.....WFBL, Syracuse
Kingsley, Ralph J.....WBEN, Buffalo
Knaack, Frank E.....WHLI, Hempstead
Kratzert, Harold J.....WJTN, Jamestown
Kunits, Paul von.....WINS, New York
Langham Donald F.....WAGE, Syracuse
Layman, Harry E.....WJOC, Jamestown
Layton, Deforest T., Jr.....WKAL, Rome-Utica
Lyke, Irving F.....WVET, Rochester
McLean True.....WHCU, Ithaca
Merchant, J. Harold.....WENE, Endicott
Milos, Robert.....WGBB, Freeport
Muir, Don.....WOLF, Syracuse
Nazak, Jack.....WEAV Plattsburg
O'Brien, Bern C.....WHEC, Rochester
Pace, Earl C.....WGLN, Glens Falls
Poppele, J. R.....WOR, New York
Purcell W. J.....WGY, Schenectady
Rauer, Guy.....WCSS, Amsterdam
Reumen, W. H.....WWRL, New York
Reisdorf, Bernard.....WICY, Malone
Ridgeway, Frank B.....WEBR, Buffalo
Sardi, Al.....WOKO, Albany
Schoenfuss, Arthur.....WXKW, Albany
Schryver, Donald.....WATN, Watertown
Schueler John J.....WXRA, Buffalo
Seimes, Marvin S.....WGNY, WKIP, Poughkeepsie
Seitz, Frank A.....WFAS, White Plains
Solorig, A. L.....WBNX, New York
Stantz, L. H.....WNBF, Binghamton
Stewart, Richard.....WENT, Gloversville
Tackach, Michael.....WHUC, Hudson
Tarkulich Michael.....WMSA, Massena
Thomas, Joseph.....WWSC, Glens Falls
Thompson, R. G.....WCBS, New York
Valentine, Russel D.....WQXR, New York
Verseput, P. C.....WMCA, New York
Vines, Thomas L.....WBNY, Buffalo

Weiner, Max.....WNEW, New York
William, H. Berwind.....WNBZ, Saranac Lake
Wilson Robert.....WHLD, Niagara Falls

## North Carolina

Abernethy, T. K.....WSIC, Statesville
Alexander, L. H.....WFRC, Reidsville
Alford, William H.....WFNC, Fayetteville
Allison, Earl F.....WBIG, Greensboro
Aycock, Harold.....WCEC, Rocky Mount
Bailey, W. D.....WFLB, Fayetteville
Ballew, Frank.....WMNC, Morgantown
Brandon Thomas C.....WGIV, Charlotte
Brock, Truman N.....WEWO, Laurinburg
Burwell, William.....WCKB, Dunn
Caldwell, Howard S.....WSTS, Southern Pines
Caudle, L. L. Jr.....WSOC Charlotte
Cecil, Yancy.....WSPE, High Point
Chambers, Bill.....WLOS, Asheville
Chandler, Charles D.....WCPS, Tarboro
Chaney A. L. Jr.....WAYS, Charlotte
Chaney, A. L. Jr.....WCOG, Greensboro
Covington, M. L.....WMAP, Monroe
Cronk, Elmo.....WJNC, Jacksonville
Cummins, Ray.....WMBL Morehead City
Davis, L. C.....WTOB, Winston-Salem
Duncan, Virgil D.....WRAL, Raleigh
Epperson, Ralph D.....WPAQ, Mt. Airy
Fullen Roy E.....WDUK, Durham
Groves, W. C. Jr.....WGNC, Gastonia
Gulino, A. J.....WGNI, Wilmington
Haire, Billy.....WHIT, New Bern
Hamrick, William H.....WWNC, Asheville
Hardison, David.....WKNS, Kinston
Harvey, Robert.....WKBC, North Wilkesboro
Heckart, Glenn.....WHKP, Hendersonville
Hedrick, Phil.....WSJS, Winston-Salem
Herring, E. I.....WMFD, Wilmington
Hiland, Lewis.....WHNC, Henderson
Hinson, Foy.....WGTL, Kannapolis
Honeycutt, Fred.....WBUY, Lexington
Hulick, Henry Jr.....WPTF, Raleigh
Iwerks, Merton.....WBBO, Forest City
Jolitz, Herman P.....WRRZ, Clinton
Jordon, Alfred.....WWNF, Fayetteville
Keith, Ed.....WENC, Whiteville
King, Lee.....WAIR, Winston-Salem
Koppels, Peter.....WEEB, Southern Pines
Kyle, Joe.....WCNC, Elizabeth City
Long, Dennis.....WNNC, Newton
Long, Edmund S.....WHKY, Hickory
Mackintosh, Thomas.....WFNS, Burlington
Malone, W. H.....WGTM, Wilson
Mayo, James.....WGTC, Greenville
Meares, C. W.....WCBT, Roanoke Rapids
Minor, M. J.....WBT, Charlotte
Moore, Robert.....WMFR, High Point
Munn, Matthew C.....WISE, Ashville
Murphrey, I. G.....WRRF, Washington
Norman, Edward.....WSSB, Durham
Olive, Carey H.....WWGP, Sanford
Penny, Clyde C.....WGWR, Asheboro
Petty, James B.....WLTC, Gastonia
Pickette, Carl.....WHHT, Durham
Porter, Bascom E.....WNAO, Raleigh
Randolph, John.....WNCA, Asheville
Rogers, F. V.....WTSB, Lumberton
Ruckert, Blaine.....WJRI, Lenoir
Sherwood, John M.....WRCS, Ahoskie
Sills, Cecil.....WADE, Wadesboro
Stanton, Edwin M.....WEGO, Concord
Stewart, James M.....WGBG, Greensboro
Sugg, L. M.....WTNC, Thomasville
Sumner, Charles W.....WSKY, Ashville
Taylor, K. A.....WDNC, Durham
Troutman, Elmer H.....WIRC, Hickory
Trueblood, Daniel B.....WGBR, Goldsboro
Tysor, Berry.....WBBB, Burlington
Wagner, Frederick.....WGAI, Elizabeth City
Wallace, Robert M.....WOHS, Shelby
Watson, Carl B.....WSTP, Salisbury
White, Arlis A.....WTIK, Durham
Wilburm, Frank.....WHCC, Waynesville
Winn, Eldred.....WLOE, Leaksville
Wynne, W. A.....WEED, Rocky Mount

## North Dakota

Baker, C. W.....KLPM, Minot
Barnett, Ray.....KGCU, Mandan
Gabrielson, Olaf.....KFGO, Fargo
Nelson, Ivar.....KFYR, Bismarck
Moritz, Richard.....KDLR, Devils Lake
Murphy, Patrick J.....KNOX, Grand Forks
Petrich, Arnold F.....KILO, Grand Forks
Prochaska, Quentin.....KDIX, Dickinson
Ridgway, Robert E.....KSJB, Jamestown
Savold, Juline.....WDAY, Fargo
Sjostrom, Charles.....KOVC, Valley City

## Ohio

Adams, Ernest L.....WHIO, Dayton
Albers, Ralph.....WBEX, Chillichothe
Beckwith, Laurace.....WPFB, Middletown
Brinkman, Harold.....WEOL, Elyra
Buehrle, George.....WLEG, Sandusky
Bushong, Victor L.....WIZE, Springfield
Clark, Charles E.....WMOA, Marietta
Cowen, George.....WTRF, Bellaire
Davis, Glen A.....WCPO, Cincinnati
DeConnick, Leo.....WCOL, Columbus
Delany, R. H.....WHK, Cleveland
Dieringer, Frank A.....WFMJ, Youngstown
Girt, Charles H., Jr.....WCMW, Canton
Grunder, Russell.....WWST, Wooster
Hartmeyer, Elmer C.....WHIZ, Zanesville
Higgins, Alan.....WJEL, Springfield
Hill, Jim.....WHKK, Akron
Holmes, Harold.....WTOL, Toledo
House, Lloyd.....WING, Dayton
Hunter, Darrel.....WLOK, Lima
Jones, Ben.....WTNS, Coshocton
Kinney, Robert V.....WRRN, Warren
Knopp, Irwin L.....WAKR, Akron
Leonard, S. E.....WTAM, Cleveland
London, Byron F.....WPTW, Piqua
McCasland, Gerald.....WWSO, Springfield
Minor, William B.....WHKC, Columbus
Morrison, William.....WMAN, Mansfield
Myers, Maurice L.....WPAY, Portsmouth
Peters, Frances Joseph.....WMRM, Marion
Nafzger, Lester H.....WBNS, Columbus
Pierce, Morris R.....WGAR, Cleveland
Randles, Wesley C.....WILE, Cambridge
Roberts, Gerald G.....WJW, Cleveland
Rockwell, R. J.....WLW, Cincinnati
Schaefer, Frank W., Jr.....WLIO, East Liverpool
Searl, T. F.....WICA, Ashtabula
Shepherd, Charles S.....WSTV, Steubenville
Shipley, Larry.....WJMO, Cleveland
Sliker, Kenneth L.....WHBC, Canton
Smith, Edgar C.....WFIN, Findlay
Sowers, Robert.....WTOD, Toledo
Stringfellow, William M.....WSPD, Toledo
Symons, William.....WSAI, Cincinnati
Topmiller, C. H.....WCKY, Cincinnati
Volkman, Don F.....WMOH, Hamilton
Whittaker, Ben H.....WSRS, Cleveland Heights
Wildermuth, John L.....WADC, Akron
Wilkins, B. T.....WKBN, Youngstown
Woodward, Royce.....WRFD, Worthington

## Oklahoma

Abbott, Warren W.....KSMI, Seminole
Baucum, Ernest.....KWHW, Altus
Billington, C. E.....KSWO, Lawton
Billington, Gene.....KRHD, Duncan
Brown, Roy.....KOME, Tulsa
Coleman, Murray D.....KCRC, Enid
Donley, M. M.....KAKC, Tulsa
Easum, Clifford.....KTOK, Oklahoma City
Fenter, George.....KASA, Elk City
Foss, Darryl D.....KTJS, Hobart
Freeland, Rayden.....KOCY, Oklahoma City
Hoisington, Duane.....KMUS, Muskogee
Kolb, William E.....KUSO, Ardmore
Lovell, H. J.....WKY, Oklahoma City
McCollum, Paul.....KSPI, Stillwater
Marshall, Olen E.....WBBZ, Ponca City
Moore, Edwin M.....KGFF, Shawnee
Nelson, John M.....KSIW, Woodward

Richmond, Jack.....KLPR, Oklahoma City
Robinson, George C. Jr.....KWCO, Chickasha
Rountree, George.....KVLH, Pauls Valley
Schilb, Bob.....KTMC, McAlester
Sheaffer, Charles.....KTOW, Oklahoma City
Smith, James H.....KHBG, Okmulgee
Snider, Robert.....KTUL, Tulsa
Stinson, Watt.....KVOO, Tulsa
Thomas, M. W.....KOMA, Oklahoma City
Watters, Bill.....KSEO, Durant
Walker, Herald.....KADA, Ada
Wilcox, Nate.....KFMJ, Tulsa
Wireman, Jim.....KWON, Bartlesville

## Oregon

Bookwalter, Louis S.....KOIN, Portland
Califf, Victor M.....KMED, Medford
Carlton, Clyde.....KSLM, Salem
Click, Ralph S.....KWIN, Ashland
Davidson, Herbert.....KWIL, Albany
Dickinson, Robert.....KBND, Bend
Durham, Murray.....KLBM, La Grange
Ely, Thomas.....KEX, Portland
Evans, Jeff.....KRUL, Corvallis
Greene, William H.....KUGN, Eugene
Grimes, William P.....KFJI, Klamath Falls
Harland, Charles E.....KSRV, Ontario
Johnson, R. F.....KPDQ, Portland
Loomis, Dwight.....KWJJ, Portland
McElroy, Edward C. Jr.....KOCO, Salem
Mifflin, Ralph.....KXL, Portland
Mott, Robert.....KODL, The Dalles
Read, Walter L.....KWRO, Coquille
Reetz, Leo.....KNPT, Newport
Richmond, A. E.....KPOJ, Portland
Riley, William.....KASH, Eugene
Singleton, Harold C.....KGW, Portland
Spaugh, Roger.....KOOS, Coos Bay
Stuart, Chester J.....KYJC, Medford
Viken, Floyd.....KORE, Eugene
Walters, Gilbert.....KFLW, Klamath Falls
Williams, N. L.....KUIN, Grants Pass

## Pennsylvania

Ackley, Rexford.....WCRO, Johnstown
Allen, L. L.....WHJB, Greensburg
Arcoletti, Leo.....WKRZ, Oil City
Bair, Howard.....WCMB, Lemoyne
Beman, Douglas.....WMAJ, State College
Berninger, John.....WPIT, Pittsburgh
Bisbing, Franklin H.....WNAR, Norristown
Bondy, Hugo A.....WIKK, Erie
Bopp, Bernard.....WMRF, Lewiston
Brewer, William A.....WBUD, Morrisville
Burgoon, George.....WFBG, Altoona
Burgoon, George R.....WRTA, Altoona
Burtis, Charles W.....WPEN, Philadelphia
Cassady, Park H.....WLTR, Bloomsburg
Caum, Kenneth B.....WBPZ, Lock Haven
Coleman, Millard J.....WARD, Johnstown
Cooke, Kenneth R.....WGBI, Scranton
Cooper, Horace E.....WJPA, Washington
Cordaro, Frank C.....WKAP, Allentown
Craig, Ernest A.....WHUN, Huntington
Davis, Stanton.....WCNR, Bloomsburg
Duck, Llewellyn.....WCPA, Clearfield
Eberhart, Woodrow G.....WSBA, York
Emch, Robert.....WKST, New Castle
Eney, I. N.....KYW, Philadelphia
Fasulkey, R. H.....WCVI, Connellsville
Field, John.....WTEL, Philadelphia
Fireman, Paul.....WBUX, Doylestown
French, Theodore.....WILK, Wilkes-Barre
Greenwood, James.....WCAE, Pittsburgh
Haines, Homer.....WNAE, Warren
Handwerck Gene.....WPAM, Pottsville
Harris, Reginald K.....WIP, Philadelphia
Heck, A. C.....WPIC, Sharon
Henninger, John H.....WIBG, Philadelphia
Henzly, William J.....WMBS, Uniontown
Herbert, James.....WHOD, Homestead
Hestor, Ken.....WERC, Erie
Hunt, R. F.....KQV, Pittsburgh
Hurley, Wilkes E.....WEDO, McKeesport
Hyzinski, Bernard.....WHWL, Nanticoke
Jefferies, David W.....WESB, Bradford
Kaiser, Henry R.....WWSW, Pittsburgh
Keller, John W.....WKOK, Sunbury
Kenney, T. C.....KDKA, Pittsburgh
Kost, Fred.....WJMJ, Philadelphia
Leibensperger, E. Daniel.....WHP, Harrisburg
Lewis, George.....WCAU, Philadelphia
Littlejohn, Louis E.....WFIL, Philadelphia
McCormack, Joseph.....WHUM, Reading
McCoy, Walter W.....WJAS, Pittsburgh
McCurdy, James.....WCHA, Chambersburg
McFarland, P. G.....WPGH, Pittsburgh
Marshall, Bernard.....WISL, Shamokin
Mathoit, J. E.....WEST, Easton
Mathoit, J. E.....WGAL, Lancaster
Mathoit, J. E.....WKBO, Harrisburg
Mathoit, J. E.....WORK, York
Mathoit, J. E.....WRAW, Reading
Metzger, Irvin C.....WJSW, Altoona
Milhalik, Rudy F.....WDAD, Indiana
Musselman, Reuel H.....WSAN, Allentown
Neely, W. W.....WKPA, New Kensington
Neiderkofler, Henry.....WESA, Charleroi
Oebbecke, Martin N.....WAEB, Allentown
Oschmann, A. W.....WARM, Scranton
Reinhart, George A.....WVPO, Stroudsburg
Rex, Paul.....WISR, Butler
Roland, George.....WLEU, Erie
Ryback, Edwin L.....WGPA, Bethlehem
Sakoskie, Charles Sr.....WBRE, Wilkes-Barre
Savage, Leonard.....WLBR, Lebanon
Schearer, Harold.....WEEU, Reading
Schlegel, Woody.....WHGB, Harrisburg
Shaub, John.....WLAN, Lancaster
Sherman, Glenn.....WRAK, Williamsport
Shimski, Willard.....WSCR, Scranton
Simmington, Harry.....WPWA, Chester
Smith, H. E.....WAVL, Apollo
Stahl, Vernon.....WCED, Dubois
Stenger, John H. Jr.....WBAX, Wilkes-Barre
Straub, N. L.....WJAC, Johnstown
Tisdale, ames M.....WVCH, Chester
Tito, Elwood.....WAZL, Hazleton
Unterberger, Frank W.....WDAS, Philadelphia
Weaver, Willis N.....WNOW, York
Werst, Gerald B.....WHOL, Allentown
White, Charles.....WMCK, McKeesport

## Rhode Island

Buckley, Richard.....WRIB, Providence
Ferri, John W.....WPRO, Providence
Johnson, Gilbert.....WFCI, Pawtucket
Philbrook, Carroll.....WHIM, Providence
Prior, Thomas, Civ.....WJAR, Providence
Tilley, Henry.....WEAN, Providence
Travis, George W.....WWON, Woonsocket

## South Carolina

Albee, Wilbur.....WCSC, Charleston
Beaty, James S., Jr.....WRHI, Rock Hill
Beckholt, H. R.....WSPA, Spartanburg
Bickford, Charles R.....WFGN, Gaffney
Birchfield, William P.....WHAN, Charleston
Bradham, Douglass M.....WTMA, Charleston
Brienen, Donald A.....WHSC, Hartsville
Browning, Gus.....WRNO, Orangeburg
Burdette, Clyde J.....WORD, Spartanburg
Edison, Herbert G. Jr.....WIS, Columbia
Elias, Lewis W. Jr.....WESC, Greenville
Garrison, William.....WFBC, Greenville
Green, Morton.....WGCD, Chester
Greene, Jack B.....WAIM, Anderson
Hampton, Gene.....WKIX, Columbia
Hanks, H. L.....WLAT, Conway
Herrington, I. P.....WTND, Orangeburg
Jenne, Frank.....WJMX, Florence
Lambert, Robert D.....WCOS, Columbia
Martin, George N.....WKDK, Newberry
Modlin, Carlton J.....WFAK, Charleston
Nelson, Walter.....WUSN, Charleston
Philbrick, Richard.....WTYC, Rock Hill
Powers, Everett C.....WBSC, Bennettsville
Prichett, W. A.....WOLS, Florence
Seals, Marvin.....WDSC, Dillon
Sparks, Charlie.....WCRS, Greenwood
Tate, George D.....WMRC, Greenville
Thoman, C. A.....WALD, Walterboro
Williams, James L.....WFIG, Sumter
Williams, T. B.....WNOK, Columbia

## South Dakota

Alwin, Francis.....KWAT, Watertown

Brodie, Bruce.....KISD, Sioux Falls
Clark, E. E. Prof.....WCAT, Rapid City
Crocker, George.....KSDN, Aberdeen
Daniels, Eli.....KDSJ, Deadwood
Froke, Lester.....KELO, Sioux Falls
Griffiths, A. E.....KOTA, Rapid City
Hobbs, Charles W.....KGFX, Pierre
Hunt, Delbert T.....KABR, Aberdeen
Marty, Roland H.....KIJV, Huron
Staley, Max F.....KSOO, Sioux Falls
Taylor, Robert.....KMHK, Mitchell
Todd, Clifton M.....WNAX, Yankton

## Tennessee

Andrews, Fred.....WROL, Knoxville
Bailey, John H.....WJZM, Clarksville
Baker, B. C.....WDEP, Chattanooga
Barnes, B. B.....WAPO, Chattanooga
Binns, F. D.....WLAC, Nashville
Bowers, Condon..WBEJ, Elizabethton-Johnson City
Broyles, Joseph E.....WKGN, Knoxville
Chick, Elton.....WEKR, Fayetteville
Colington, E. E.....WGNS, Murfreesboro
Daughtery, George W.....WHUB, Cookville
Deaderick, J. E.....WMPS, Memphis
Duke, Walter A.....WMMT, McMinnville
Evans, Ray.....WNOX, Knoxville
Fincher, Byron E.....WDXB, Chattanooga
Frase, E. C. Jr.....WMCM, Memphis
Garland, O. K.....WJHL, Johnson City
Gordon, Robert M.....WTJS, Jackson
Hampton, Laile.....WGRV, Greeneville
Hargis, Kenneth.....WHBT, Harriman
Hobbs, Revis.....WKRM, Columbia
Hooper, T. E.....WIBK, Knoxville
Horton, J. Rex.....WBIR, Knoxville
Jones, Charles W.....WTPR, Paris
Jones, E. B.....WETB, Johnson City
Keicher, Andrew.....WKSR, Pulaski
Lacey, Ed.....WDIA, Memphis
Lamarr, Curtis.....WGAP, Maryville
Marsh, Tim.....WHAL, Shelbyville
Marsh, William.....WHHM, Memphis
Monrow, C. W.....WDSG, Dyersburg
Owen, Roy.....WDOD, Chattanooga
Raney, Wilson.....WREC, Memphis
Redden, James A.....WCRK, Morristown
Reynolds, George A.....WSM, Nashville
Robinson, R. V.....WOPI, Bristol, Tenn.-Va.
Roy, W. M.....WHBQ, Memphis
Schumann, Fred.....WSIX, Nashville
Sowell, J. E.....WJJM, Lewisburg
Spencer, James F.....WCDT, Winchester
Spraggins, Carl.....WJIG, Tullahoma
Stokely, Charles.....WAGC, Chattanooga
Stuart, Bill.....WBAC, Cleveland
Thomas, James S.....WDXI, Jackson
Thomas, James.....WENK, Union City
Turner, J. W.....WLAR, Athens
Weaver, Shelton.....WMAK, Nashville
Wilburn, James R.....WATO, Oak Ridge
Woodard, Harold.....WHIN, Gallatin

## Texas

Adams, John.....KFDX, Wichita Falls
Allen, J. T.....KXOX, Sweetwater
Barker, Sam.....KVOU, Uvalde
Barnett, Glenn.....KAYS, Hays
Beal, Orvis.....KAND, Corsicana
Bledose, W. S.....KFYO, Lubbock
Boatright, Glen.....KPAC, Port Arthur
Bobisud, W. A.....KBKR, Baker
Bochnemann, Harry W.....KIUN, Pecos
Bradford, William E., Jr...KSST, Sulphur Springs
Braffett, Brooks.....KCTX, Childress
Brady, Charles L.....KMAC, San Antonio
Bridges, Ken.....KRIS, Corpus Christi
Callison, Glenn.....KLIF, Dallas
Casey, J. B.....KRBC, Abilene
Chase, Warren.....KURV, Edinburg
Chinski, Gerald R.....KXYZ, Houston
Clopton, A. Browning.....KVAI, Amarillo
Clyce, Tom.....KGVL, Greenville
Collins, Hudson C.....KGKB, Tyler
Collins, J. Raymond.....WFAA, Dallas
Collup, Doyle E.....KSTV, Stephenville
Cook, Carl.....KBOP, Plainsview
Cook, Homer A.....KTEM, Temple
Cornelius, Eugene.....KPET, Lamesa
Crouse, John R.....KXOL, Fort Worth
Cuesta, Nestor.....KWBU, Corpus Christi
Dove, Jesse.....WACO, Waco
Easterwood, Marvin J.....KRIC, Beaumont
Egerton, W. G.....KTSA, San Antonio
Ellis, Glenn R.....KIOX, Bay City
Farmer, Paul.....KRIG, Odessa
Flynn, Roy M.....KRLD, Dallas
Fones, Henry N.....KTFS, Texarkana
Frazier, Ed.....KVAL, Brownsville
Futch, Virgil.....KNET, Palestine
Gemoets, E. L.....KEPO, El Paso
Griffith, Harold.....KEYS, Corpus Christi
Grubbs, L. R.....KWTX, Waco
Haigh, Joseph B.....KABC, San Antonio
Hartwig, O. L.....KRGV, Weslaco
Haubold, A. L.....KLEE, Houston
Hickman, Jerry.....KORC, Mineral Wells
Hilbun, Lloyd.....KSET, El Paso
Hill, Fred C.....KTRE, Lufkin
Howze, Bill.....KDWT, Stamford
Hughes, Ben F.....KTRN, Beaumont
Huhndorff, Paul.....KLEE, Houston
Hyman, Kenneth R.....KCOR, San Antonio
Ing, George.....KONO, San Antonio
Jeffers, Charles L.....WOAI, San Antonio
Johnson, Bert.....KVLF, Alpine
Johnson, O. B.....KTHT, Houston
Jones, Andrew M.....KBST, Big Springs
Jones, Harold.....KFDM, Beaumont
Jones, David C. Jr.....KORA, Bryan
Jones, Frank M.....KGKL, San Angelo
Kay, Arthur P., Jr.....KOGT Orange
Kelley, W. C.....KRUN, Ballinger
Kidd, Thornton L.....KNAF, Fredericksburg
Kimbrell, James.....KECK, Odessa
Kreiger, Herman.....KHUZ, Borger
Lassetter, Norman.....KDLK, Del Rio
Lee, R. F.....KCBD, Lubbock
Lewis, James E.....KNOW, Austin
Lindsay, William.....KMHT, Marshall
Luddy, Noel.....KFDA, Amarillo
McCrown, Robert.....KVIC, Victoria
McCreary, William M. Jr.....KEBE, Jacksonville
McLacklin, Tom.....KDET, Center
McNally, Eugene C.....KPLT, Paris
Marti, George W.....KCLE, Cleburne
Martin, Cordell.....KGAF, Gainsville
Martin, David H.....KTXN, Austin
Martin, Edward.....KATL, Houston
Maxim, Ambrose.....KRBA, Lufkin
Meiners, W. M.....KRIO, McAllen
Middlebrook, George.....KSFA, Nacogdoches
Ming, Morris M.....KSKY, Dallas
Neatherry, John, Jr.....KSAM, Huntsville
Nell, Jesse.....KELP, El Paso
Nelin, Cecil.....KNEL, Brady
Osborne, Garth.....KPDN, Pampa
Parson, Stewart.....KAMQ, Amarillo
Parsons, Melvin.....KWBC, Fort Worth
Peterson, James T.....KFJZ, Fort Worth
Phillips, Paul.....KTAN, Sherman
Proctor, Jack.....KTXL, San Angelo
Rainey, Gordon W.....KTAE, Taylor
Rampy, C. W.....KMAE, McKenney
Ridgway, Herman.....KVWC, Vernon
Robertson, Harvey.....KCMC, Texarkana
Seals, R. B.....KSTA, Coleman
Siercovich, John.....KITE, San Antonio
Simms, Jesse.....KGBC, Galveston
Simpson, James.....KOSA, Odessa
Smith, Bill.....KXIT, Dalhart
Smith, Hulan K.....KPAB, Laredo
Smith, R. L.....KSTB, Breckenridge
Sosolik, Frank J.....WTAW, College Station
Soule, Karem O.....KOCA, Kilgore
Spellman, T. E.....KRRV, Sherman-Denison
Stewart, A. W.....KBWD, Brownwood
Stinson, R. C.....WBAP, Fort Worth
Strain, Hugh.....KPBX, Beaumont

Stright, John E.....KVKM, Monahans
Talbott, Edward P.....KROD, El Paso
Torrey, William H.....KGNC, Amarillo
Tripp, Bob E.....KIXL, Dallas
Tucker, D. J.....WRR, Dallas
Wade, J. B.....KDDD, Dumas
Walton, Kenneth J.....KTSM, El Paso
Webb, Richards.....KWHI, Brenham
Weinzel, Harold.....KLEE, Houston
Wheeler, Harvey.....KPRC, Houston
Wileman, Robert A.....KTBB, Tyler
Wiley, Herbert T.....KWFT, Wichita Falls
Williams, Claude.....KOLE, Port Arthur
Wilson, Frank, Jr.....KCTI, Gonzales
Wilson, Willis.....KGBS, Harlingen
Wright, T. E.....KFYN, Bonham
Yates, Tom.....KCRS, Midland
Yeagley, Frank.....KVET, Austin
Yeagley, Frank W.....KTBC, Austin
Zackery, James.....KVOW, Littlefield

## Utah

Baldwin, John M.....KDYL, Salt Lake City
Bell, Wendell.....KUTA, Salt Lake City
Boelter, E. W.....KJAM, Vernal
Boothe, Wayne T.....KLO, Ogden
Bradshaw, William E.....KBUH, Brigham City
Clayton, Vincent.....KSL, Salt Lake City
Cozzers, W. D'Orr.....KALL, Salt Lake City
Hansen, David I.....KSVC, Richfield
Keyes, Henry.....KOVO, Provo
May, Myron E.....KNAK, Salt Lake City
Olesen, Delmont.....KVNU, Logan

## Vermont

Boisvert, Theodore.....WWSR, St. Albans
Grout, Harold M.....WDEV, Waterbury
Quill, John C.....WJOY, Burlington
Ramson, Norval K.....WSYB, Rutland
Tierney, James W.....WCAX, Burlington

## Virginia

Candler, William S.....WFVA, Fredericksburg
Chrismon, Charles K.....WFLO, Farmville
Clair, Frederick F.....WHYU, Newport News
Daugherty, Bob.....WCYB, Bristol
Duckett, Carl E.....WBOB, Galax
Doherty, John R.....WHLF, South Boston
Goodwin, Edward R.....WAYB, Waynesboro
Gray, Walter W.....WCHV, Charlottesville
Hall, Frank A.....WROV, Roanoke
Houser, Rex.....WTON, Staunton
Hughlett, Jon.....WFGH, Bristol
Lindberg, Carl L.....WPIK, Alexandria
McGuigan, George W. Jr.....WLEE, Richmond
Motley, Lyle C.....WBTM, Danville
Muse, Dewey W.....WMVA, Martinsville
Newman, Edward J.....WDBJ, Roanoke
Orth, John T.....WLVA, Lynchburg
Peffer, John C.....WTAR, Norfolk
Runyon, Charles A.....WGH, Newport News
Siegel, Jack.....WLOW, Norfolk
Wilson, C. E.....WSVS, Crewe
Wilson, John H.....WKEY, Covington
Wolstenholme, Vincent.....WRNL, Richmond
Wood, Wilfred H.....WMBG, Richmond
Woods David C.....WRVA, Richmond
Youden, William.....WEAM, Arlington

## Washington

Allen, Gordon.....KYAK, Yakima
Bookwalter, L. S.....KJR, Seattle
Boor, John.....KMO Tacoma
Brott, F. J.....KOMO, Seattle
Dubuque John.....KXA, Seattle
Eddy, Walt.....KTBI, Tacoma
Evans, G. W.....KNEW, Spokane
Freeman, George.....KRSC, Seattle
Frese George.....KPQ, Wenatchee
Hallberg, Bert.....KBRO, Bremerton
Hamingway, Jack.....KXLE, Ellensburg
Harper, Ernest E.....KVOS, Bellingham
Hatfield, James.....KIRO Seattle
Holmes, John.....KWLK, Longview
Keiter, Les.....KELA, Centralia-Chehalis
Kissler, Roland.....KSEM, Moses Lake
Langford, George.....KXLY, Spokane
Lind Perry.....KOL, Seattle
McDonough, D. M.....KVI, Tacoma-Seattle
Means, Edgar.....KVAN Vancouver
Mott, Walter.....KPKW, Pasco
Murphy, H. B.....KIT, Yakima
Patrick, Howard R.....KONP, Port Angeles
Roark, C. A.....KGY, Olympia
Sparling A. G.....KGA, Spokane
Springer, Kirk W.....KOMW, Omak
Shultz, Arthur.....KING, Seattle
Vanerstrom, Orris.....KBRC Mount Vernon

## West Virginia

Baker, Fred A.....WKWK, Wheeling
Brooks, V. G.....WPAR, Parkersburg
Bucy, James F.....WWNR, Beckley
Bullio, Robert W.....WBTH, Williamson
Craver, Campbell J.....WMON, Montgomery
Dixon, William E.....WCHS, Charleston
Flanagan, P. T.....WHIS, Bluefield
Ginkel, Al J.....WJLS, Beckley
Graham, Earl H.....WLOH, Princeton
Haldane, William R.....WPLH, Huntington
Heil, Sterling H.....WEPM, Martinsburg
Huff James A.....WHAW, Weston
Jackson, Herbert S.....WRON, Ronceverte
Keim, Edwin L.....WWVA, Wheeling
Kilpatrick, Leroy.....WSAZ, Huntington
King, Howard R.....WBRW, Welch
Kovlan, Andrew H.....WHAR, Clarksburg
McCoy, Harvey J.....WVVW, Fairmont
Marcum Taylor.....WKNA, Charleston
Hough, R. D.....WPDX, Clarksburg

## Wisconsin

Bohnert, Ray.....WIGM, Medford
Boos, Jerry.....WDLB, Marshfie'd
Bresette, Charles.....WOBT, Rhinelander
Clay Wayne.....WCLO, Janesville
Dechant, Lee F.....WRJN, Racine
Dodge, George.....WFOX, Milwaukee
Duben, W. C.....WOMT, Manitowoc
Evans, Ralph.....WEXT, Milwaukee
Fliegel, E. W.....WNAM Neenah
Garrity, James.....WSBR, Superior
Hahn, Norman.....WIBA, Madison
Hebal, William.....WTMJ, Milwaukee
Host, Raymond.....WMAW, Milwaukee
Jorgenson, T. O.....WEAU, Eau Claire
Laskey, Melvin.....WDSM, Superior
Leeman, Al.....WKBH LaCrosse
Link, Otto.....WATW, Ashland
Mayer, Herbert J.....WHBL, Sheboygan
Meyers, Wendell S.....KFIZ, Fond Du Lac
Mueller Paul.....WMLO, Milwaukee
Paske, Rolland.....WEMP, Milwaukee
Randle, Adin.....WAUX, Waukesha
Rauscher, Albert.....WIPG, Green Bay
Reed, Elmer.....WJPG, Green Bay
Rotunda, Orlando.....WLIP, Kenosha
Stangel, Wallace.....WTAQ, Green Bay
Stewart, A. L.....WMAM Marinette
Vanderheiden, V. A.....WKOW, Madison
Weller Donald A.....WISN, Milwaukee
Wheller, Glen.....WOSH, Oshkosh

## Wyoming

Bernhart, Phillip H.....KODI, Cody
Buchanan, Archie W.....KVRS, Rock Springs
Crosthwaite, Bob.....KWYO, Sheridan
Grove, Clark.....KRAL, Rawlins
Roberts, Harold.....KFBC, Cheyenne
Ross James R.....KTW, Seattle
Schmell, Gordon L.....KVOC, Casper
Simons, Duane W.....KSPR, Casper

*A LIST OF IMPORTANT RADIO, TELEVISION AND FM*

# Equipment Firms

## Admiral Corporation

3800 Cortland St., Chicago 47, Ill.
Phone: SPalding 2-0100

President.....Ross D. Siragusa
Exec. Vice-Pres.....John B. Huarisa
Vice-Pres., Radio Div.....Richard A. Graver
Vice-Pres., Appliance Div.....L. H. D. Baker
Vice-Pres. Chg. Sales.....W. C. Johnson
Treasurer.....L. C. Park
Director of Engineering.....Ken Turner
Dir. of Adv.....Seymour Mintz
Service Manager.....M. J. Schinke
Purchasing Agent.....Frank Kazda
Secretary .....Ken Turner
Ass't Sec. & Ass't Treas.....R. F. Dooley

PRODUCTS: Receiving Sets, Radio-Phone Combinations, FM Receiving Sets, Record Players, Portables, Farm Sets, and Radio Parts, Table and Console television receivers, Dual-Temp Refrigerators, Refrigerators, Electric Ranges.

## Aerovox Corporation

740 Belleville Ave., New Bedford, Mass.
Phone: 6-8221

President.....W. Myron Owen
V.P. Chg. Manufacturing....Edwin A. Norris
Sales Manager—Distributor Div. .....Charles Golenpaul
Sales Manager—Manufacturers' Div. .....Frank L. Marshall
Chief Engineer.....Joseph L. Collins
Advertising Manager.....Charles Golenpaul
Export Managers..Rocke International Corp.

PRODUCTS: Capacitors — paper, electrolytic and mica for radio transmitting. Receiving and electronic applications, including paper, oil and wax impregnated, moulded mica, bakelite cased and ceramic cased mica capacitors, power factor correction equipment, insulated carbon and wire wound vitreous resistors, motor starting capacitors, capacitor test instruments.

## Air King Products Co., Inc.

170—53rd St., Brooklyn 32, N. Y.
Phone: HY 2-8000

President.....D. H. Cogan
Chairman of the Board.....B. A. Coffin
V. P.-Export.....Allen Straus
Secretary .....R. W. Hill
Manager of Sales.....R. D. Payne
V. P. Engineering.....L. M. Kay
Purchasing Agent.....M. L. Gardner
Advertising Mgr.....A. D. Adams
Credit & Personnel.....J. H. Seider
Plant Manager.....M. Krauss
Asst. Treasurer.....N. Boudro
Comptroller .....J. Kaufman

PRODUCTS: Radios; AM & FM, table models, consoles, portables, wire recorders; console combination including record player and radio, portable including record player, portable, television; table models.

## Allen-Bradley Company

136 W. Greenfield Ave., Milwaukee 4, Wisc.
Phone: Mitchell 5151

Pres.-Sales Manager.....F. F. Loock
Radio Sales Mgr.....D. S. W. Kelly
Chief Engineer.....J. J. Mellon
Credit Manager.....E. M. Kroening
Purchasing Agent.....Theron C. Child
Advertising Mgr.....A. H. Fensholt
Industrial Relations Mgr.....George Megow
Export Mgrs.....Rocke Intern'l Corp.
Service Mgr.....G. W. Vater

PRODUCTS: A.C. Across the line starters, A.C. Reduced Voltage starters, A.C. Multi-speed starters, A.C. Combination starters, D.C. Across the line starters, D.C. Reduced voltage starters, Push Buttons, Limit Switches, Pressure Switches, Timing Relays, Float Switches, Relays, A.C. and D.C., Zero Speed and Plugging switches, Temperature controls, Solenoids, Compression type rheostats, Special A.C. and D.C. panels, Control centers, Fixed composition resistors, Adjustable composition resistors (volume controls, tone controls, rheostats, etc.).

## American Condenser Co.

4410 No. Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 1-1386

Partner .....L. J. Menschik
Purchasing Agent.....W. Norder
Superintendent .....H. Klauck
Sales Manager.....W. J. Johnston

PRODUCTS: Condensers.

## American Television & Radio Co.

300 East Fourth St., St. Paul 1, Minn.
Phone: Cedar 3791

Pres. & Sales Mgr.....Albert A. Goffstein
Chief Engineer.....Albert A. Goffstein
Credit Manager.....Henry Blehert
Purchasing Agent.....Albert A. Goffstein
Export Managers.....Lincoln Export Co.
Service Manager.....Allan Degman

PRODUCTS: Auto Radio Vibrators, Heavy Duty Inverter Vibrators, DC-AC Inverters, Vibrator Packs, Battery Eliminators, and Rectifier Power Supplies.

## American Transformer Co.

178 Emmet St., Newark 5, N. J.
Phone: Bigelow 3-4444

Vice-President.....Walter Garlick, Jr.
Sales Mgr. Industry Sales.....T. W. Stauber
Mgr. Electronic Sales.....F. K. Hankinson
Mgr. Electronic Apparatus....John F. Harris
Comptroller.....John M. Wollmer
Ind. Rel. Mgr.....Fred H. Canfield
Purchasing Agent.....E. H. Bard

PRODUCTS: Amplifiers, ballast transformers for fluorescent lighting, distribution transformers, electronic components, industrial-dry type-indoor or outdoor use industrial transformers, air cooled industrial phase changers, modulation reactors, modulation transformers, net work transformers, oil or abestol-immersed plate transformers, power transformers, precipitation transformers, radio type "P" precision line, radio silcor line audio components, rectifiers, regulators, test sets, transtats, "W" type transmitter, wave filters, welding and soldering transformers.

## Amperex Electronic Corp.

25 Washington St., Brooklyn 1, N. Y.
Phone: MAin 5-2050

President .....Nicholas Anton
Exec. Vice-Pres.-Sales Manager .....Samuel Norris
Chief Engineer.....C. W. Wheeler
Purchasing Agent.....I. Trebicoff
Export Managers.....Rocke Intern'l

PRODUCTS: Electronic tubes for communication, industrial, television, electromedical and special purposes.

## Amy, Aceves & King, Inc.

11 West 42nd St., New York 18, N. Y.
Phone LOngacre 5-6622

President .....Ernest V. Amy
Purchasing Agent & Credit Mgr...Frank King
Chief Engineer.....Julius G. Aceves
Sales Manager.....F. A. Klingenschmitt

PRODUCTS: Antenna Systems, Television and FM Antennas. Electronic Developments.

## Andrea Radio Corp.

27-01 Bridge Plaza North, L. I. C. 1, N. Y.
Phone: STillwell 4-5411

President.....Frank A. D. Andrea
Sales Manager.....Frank V. Goodman
Chief Engineer.....Harold J. Heindel
Credit Manager.....Victor J. Buck
Purchasing Agent.....Bruce B. Donald
Advertising Manager.....Frank V. Goodman
Industrial Relations Mgr.....John Andrea
Export Manager.....Ramon Masvidal
Service Manager.....Joseph Haug

PRODUCTS: Radio and Television Receivers and Phono. combinations.

## Andrew Corporation

363 E. 76th St., Chicago 19, Ill.
Phone: Triangle 4400

Chn. of Bd. of Dir.....Dr. V. J. Andrew
President.....Mrs. A. S. Andrew
Dir. of Sales Engineering.....C. R. Cox
Prod. Mgr.....G. M. Dinnick
Sales Manager.....W. F. Kean
Chief Engineer.....J. S. Brown
Controller.....W. J. Mather

Products: Coaxial Transmission line FM-AM-TV, Antennas FM broadcast, Antenna Phasing Equipment and Acessories, RF Inductors (Miscellaneous types), Tower Lighting Equipment, Indicating Devices (Misc.), Monitoring Equipment, Relays, Transformers, UHF Equipment and accessories.

## Ansley Radio & Television, Inc.

41 St. Joes Ave., Trenton 9, N. J.
Phone: 4-1175

President .....Bernard Fein
Sales Manager.....Charles A. Clinton
Chief of Prod. Engineering..Kenneth Pelham
Credit Mgr.....Anne J. Dawson
Purchasing Agent.....Daniel Stein
Advertising Mgr.....Charles A. Clinton
Service Mgr.....Julius Jonas
Traffic Mgr.....Joseph Kane

PRODUCTS: AM-FM Console with Phonograph; Television — Table, Console; FM Table, FM Console, AM-FM Console; FM Console with Phonograph, AM-FM Console with Phonograph.

## The Astatic Corp.

Harbor & Jackson Sts., Conneaut, Ohio
Phone: 12-656

President-Gen. Mgr.....F. H. Woodworth
V.P.-Chief Research Engr..C. M. Chorpening
Treasurer-Asst. Gen. Mgr.....G. B. Fraser
Gen. Sales Mgr.....W. J. Doyle
Chief Engineer.....G. A. Morrell, Jr.
Purchasing Agent.....H. G. Green
Secty.....F. H. Kuhlman
Factory Superintendent.....W. M. Semple
Personnel Dir.....F. H. Kuhlman

PRODUCTS: Microphones, phonograph reproducers, replacement reproducer cartridges, microphone stands, recording heads and accessories.

## Audak Company, Inc.

500 Fifth Ave., New York 18, N. Y.
Phone LA 4-3723-4

President .....Maximilian Weil
Vice-Pres.....George V. Sullivan

PRODUCTS: Cutting heads, Electronic reproducing apparatus.

### Audio Devices, Inc.

444 Madison Ave., New York 22, N. Y.
Phone: PLaza 3-0973

President.....Wm. C. Speed
Vice-President-Sec.....Bryce Haynes
Research Engineer.....E. W. Franck

BRANCH OFFICE: Allan H. Bodge, West Coast Mgr., 844 Seward St., Hollywood, Calif.

PRODUCTS: Recording Discs (Audiodiscs), Recording and Playback Points (Audiopoints), Audio Tape.

### Audio & Video Products Corporation

681 Fifth Ave., New York 22, N. Y.
Phone: PLaza 9-6031

Pres. & Gen. Mgr.....Charles E. Rynd
V. P. & Treas.....Thomas P. Robinson
Vice-President.....Fred M. Thrower
Vice-President.....James L. Middlebrooks
Sales Manager.....Russell O. Hudson

PRODUCTS: Ampex magnetic tape recorders.

### Automatic Manufacturing Corp.

65 Gouverneur St., Newark 4, N. J.
Phone: Humboldt 5-2100

President .....Martin H. Benedek
Vice-Pres., Charge of Sales....Bert E. Smith
Chief Engineer.....Joseph R. Mazzola
Credit Mgr.....M. E. Silver
Purchasing Agent.....J. A. Heimbruch

PRODUCTS: Mica trimmer condensers, intermediate frequency transformers, radio frequency coils, R. F. choke coils, adjustable padder condensers, permeability tuners.

### John F. Beasley Construction Co.

P. O. Box 1624, Muskogee, Okla.
Phone 4762

President .....John F. Beasley
Secty.-Treas. .....James H. Beasley
Erection Superintendent...Sydney N. Beasley
Office Manager .....C. A. McLarty, Jr.

PRODUCTS: Steel erectors (radio towers & Antennas).

### Bendix Radio Division (Bendix Aviation Corp.)

East Joppa Rd., Towson 4, Md.
Phone: Tuxedo 4020

Gen'l Mgr.....W. P. Hilliard
Asst. Gen. Mgr.....E. K. Foster
Dir. Engr. & Research.....W. L. Webb
Chief Engr. Radio & Tele.....D. C. Hierath
Chief Engr. Comm. Products.....A. E. Abel
Chief Research Engr.....A. C. Omberg
Radio & Tele Sales Mgr.....E. C. Bonia
Dir. of Industrial Relations....M. M. Hughes
Advertising Manager—Radio and Television.....F. T. Sterrit
Sales Manager—Communications Radio...J. W. Hammond

PRODUCTS: Aviation radio receivers, transmitters, radio compasses, electronic broadcast receivers and radio-phonograph combinations, television receivers, headphones, microphones.

### Bliley Electric Company

Union Station Building, Erie, Pa.
Phone: 26-857

President.....F. D. Bliley
V.P. & Sales Manager.....G. E. Wright
V.P. & Chief Engineer.....J. M. Wolfskill
Treas. & Credit Mgr.....D. F. Stout
Purchasing Agent.....S. E. Riley
Industrial Relations Mgr.....R. R. Johnson

PRODUCTS: Quartz Crystals, Crystal Controlled Oscillators and Crystal Ovens.

### William Brand & Co.

276 Fourth Ave., New York 10, N. Y
Phone: ORchard 4-6960
Partners.
William Brand, William Naumburg, Jr.
Sales Manager.....J. R. Garey

PRODUCTS: Insulation, electrical, Tubing, Varnished Cotton, Glass, Tubing, Varnished, Plastic, Extruded Tubing Cambric, Varnished, Mica block, films, splits and splittings, Mica-Plate, segments, Wire, Thermoplastic insulated.

### Brooks Electronics, Inc.

34 DeHart Place, Elizabeth 2, N. J.
Phone: Elizabeth 2-7600

President .....Lincoln Walsh
Sales Manager.....Harrie K. Richardson
Chief Engineer.....J. Ray Edinger
Credit Manager.....Helen Anthony
Purchasing Agent.....Helen Anthony

PRODUCTS: High Quality Audio Amplifiers.

### Browning Laboratories, Inc.

750 Main St., Winchester, Mass.
Phone: 2121

President.....G. H. Browning
V. P.....R. L. Purrington
Chief Engineer.....F. A. Spindell
Prod. Mgr.....J. C. Sullivan
Head Test Tube Dept.....H. L. Smith
Credit Mgr.....C. W. Craven

PRODUCTS: Frequency Meters, Cathode Ray Oscilloscopes, 60-cycle Calibrators, Regulated Power Supplies and Square Wave Generators, Super-high Frequency Signal Generators, Frequency Calibrators, Capacitance Relays, Electronic Capacitance Alarm Systems, FM-AM Tuners, FM Tuners.

## The Brush Development Company

3405 Perkins Ave., Cleveland 14, Ohio
Phone: Endicott 3315

Manager .....J. H. Munchausen

PRODUCTS: Magnetic Recording, Acoustic Products, Instruments, Crystals.

## William W. L. Burnett Radio Lab.

4814 Idaho St., San Diego 4, Calif.
Phone: Talbot 4943

Owner-Chief Eng.....William W. L. Burnett

PRODUCTS: Piezo-Electric Crystals, Crystal Holders, Constant Temperature Controlled Ovens, Frequency Measuring Equipment, Laboratory Equipment, Conducting Regular Radio Laboratory Measurements, Offering a Completed Frequency Measuring Service, from 10 kc to 500 mcs covering both AM and FM measurements. All stations must be within receiving distance of the Laboratory. Special Laboratory Equipment Developed and Tested.

## Chicago Electronic Engineering Company

3223 W. Armitage Ave., Chicago 47, Ill.
Phone: CA 7-3130

President.....E. J. Rehfeldt
V. P. & Sales Mgr.....W. W. Carroll
Secy.-Treas., Chief Engineer.....H. Holubow
Credit Mgr.....T. J. Thorkelson
Purchasing Agent.....H. Roberts
Export Manager.....E. J. Rehfeldt

PRODUCTS: Receiving and transmitting transformers and chokes, all types; Wave Filters; Voltage Regulators; Rectifiers; Saturable Reactors.

## Chicago Telephone Supply Co.

1142-1232 W. Beardsley Ave., Elkhart, Ind.
Phone: 1206

President.....J. G. Best
V. P. & Gen. Sales Mgr.....W. A. Nicely
V. P. & Gen. Mgr.....B. S. Turner
Chief Engineer.....W. H. Budd
Credit Manager.....M. F. Schneck
Purchasing Agent.....B. S. Turner
Plant Superintendent.....G. M. Cooper
Industrial Relations Mgr.....A. M. Daily
Export Manager.....W. A. Nicely
Traffic Manager.....R. I. Corner

PRODUCTS: Volume controls, tone controls, associated switches.

## Clarostat Mfg. Co., Inc.

Dover, N. H.

President .....Victor Mucher
Sales Mgr. Distributors Div. .....Fran Chamberlain
Secretary.....Charles H. Burnell
V.P.-Chief Engineer.....George Mucher
V.P. Chg. Sales.....I. J. Youngblood

PRODUCTS: Fixed and Variable Power Resistors, Power Rheostats, Power Resistor Decade Boxes, Wire Wound Potentiometers, "T" "L" Cism Pads, 25 and 10 Watt Attentuators, Special Resistor Products, and Composition Potentiometers.

## Collins Radio Co.

855—35th St., N.E., Cedar Rapids, Iowa
Phone: 3-0281

President.....Arthur A. Collins
Exec. V. P.—New York.....W. J. Barkley
Vice President-Gen. Mgr.....R. S. Gates
V. P. Chg. Engr. & Mfg.....L. M. Craft
Secretary-Treasurer .....S. J. Storm

PRODUCTS: Standard and FM broadcast station transmitters, speech equipment and accessories, Radio communication ground station and airborne transmitters and receivers for Government, commercial airlines and other industrial users. Radio amateur transmitters, receiver, exciters and variable frequency oscillators. Mechanical and electronic industrial control devices.

## Colonial Radio Corp.

254 Rano St., Buffalo 7, N. Y.
Phone: Victoria 2450

President.....E. E. Lewis
V. P. Chg. of Oper.....J. H. Quick
V. P. & Treas.....H. E. Riordon
V. P. & Automotive Sales....C. H. Symington
Controller.....M. B. Chesney
Purchasing Agent.....H. H. Martin
Commercial Mgr.....J. K. McDonough
Service Mgr.....R. K. Pew
Mgr. & Industrial Relations.....H. S. Hagen
Dir. of Engineering.....R. MacLathie

PRODUCTS: AM and FM radio receivers, automobile receivers, battery operated radio receivers, radio-phonograph recorder combinations, television receivers.

## Columbia Records, Inc.

1473 Barnum Ave., Bridgeport 8, Conn.
Phone: Bridgeport 6-0181

President .....Frank White
V. P. in Chg. of Sales.....Paul E. Southard
V. P. in Chg. of Mfg. and Engineering J. H. Hunter
Dir. of Engineering and Development William Bachman
Recording Dir.....Vincent Liebler
Treasurer .....William Wilkins
Dir. of Purchases.....Robert P. Robinson
Advertising Mgr.....Albert Earl
Export Mgr.....Ralph Alacon
Service Mgr.....William Madeburg
Traffic Manager.....Lou Morrison

PRODUCTS: Phonograph Records, Phonograph Needles and Electrical Transcriptions.

## Continental Carbon, Inc.

13900 Lorain Ave., Cleveland 11, Ohio
Phone: CLearwater 6500

President & Sales Mgr.....G. F. Benkelman
V. P. & Chief Engineer.....J. W. Jira
Purchasing Agent.....W. M. Wood

PRODUCTS: Fixed composition resistors, Nobleloy Precision Resistors, Auto Radio Suppressors, Capacitors, Filternoys.

## Continental Electric Co.

715 Hamilton St., Geneva, Ill.
Phone: Geneva 4140

President & Treasurer....Milton Ritzenberg
Secretary-Sales Mgr.....Macdonald Goodwin
Chief Engr.....Serge Pakswer
Asst. Sect.-Asst. Treas...Jane E. DeVleshower
V. P. & Prod.....V. A. Carpenter

PRODUCTS: Electronic tubes, phototubes, rectifier tubes, grid control tubes, fluorescent lamps, ultra violet and stationary lamps. Special tubes of all kinds.

## Continental Electronics Mfg. Co.

1728 Wood St., Dallas 1, Texas
Phone: Riverside 3611

President.....James O. Weldon
Vice-President.....Lester H. Carr
Secretary.....Dorothy F. Weldon

PRODUCTS: Antenna Phasing Equipment, Radio Frequency Components for Standard Broadcast Stations, Custom Building of Radio Transmitting Equipment.

## Corning Glass Works

Corning, New York
Phone: Corning 372

President.....W. C. Decker
Mgr. Electrical Prod. Div.....John L. Ward
Mgr. Technical
Prod. Div.....Russell Brittingham

PRODUCTS: Glass envelopes for tubes used for radio receiving, broadcasting, cathode ray, television and all other electronic purposes, tubing and special sealing glasses, insulators, coil forms, resistor tubes, metallized glassware, including timmer capacitors, resistors, etc.

## Cornish Wire Co., Inc.

15 Park Row, New York 7, N. Y.
Phone: BArclay 7-5140

President.....John Cook
V. P. & Gen. Sales Mgr.....W. F. Osler, Jr.
Treasurer .....J. C. Stagg
Secretary .....J. E. Hoffman
Sales Mgr. & Electric Wire Prod.W. F. Jessup

PRODUCTS: Radio & TV wire products including electronic and intercommunicating wires and cables, electric wire products including lamp cords, fixture wire, rubber jacketed cords, and cord sets.

## Crosley Division (Avco Manufacturing Corp.)

1329 Arlington St., Cincinnati 25, Ohio
Phone: KIrby 6600

Exec. V. P., Avco Mfg. Corp.
Raymond C. Cosgrove
Pres. & Gen. Mgr., Crosley Div.John W. Craig
Gen. Sales Mgr.....Norman C. MacDonald
Dir. of Engineering & Research
L. M. Clement
Mgr., Radio & TV Section...Stanley J. Glaser
Credit Mgr.....John J. Hope, Jr.
Purchasing Agent.....Frank W. Warner
Advertising Mgr.....Ellis L. Redden
Industrial Relations Mgr....Paul W. Deubery
Export Mgr.....Tye M. Lett, Jr.
Service Mgr.....Harold A. Newell
Traffic Manager.....Frank C. Partlan
Pres., Crosley Broadcasting Corp.
(Subsidiary).....J. D. Shouse

PRODUCTS: Radio—AM, FM, Television.

## De Mornay Budd, Inc.

475 Grand Concourse, New York 51, N. Y.
Phone: MElrose 5-1900

Pres. & Treas.....Richard E. DeMornay
Vice President.....Edward F. Meyers
Secretary .....Georgia Schlinkert
General Mgr.....Stanley Gartman
Executive Engr.....Robert L. Clarke
Chief Engr.....Walter Zable
New Developments Engr...Samuel Freedman
Engineering Rep.....Maxwell S. Symon
Dir. of Purchases.....Jordan Smith
Purchasing Agent.....Robert Hefferman

PRODUCTS: Research Development and Production of: Microwave Plumbing, Wave Guides, Microwave Test Equipment, Microwave Spectroscopy, Radar Systems, Radar Components, Linear Accelerators (Microwave), Special fittings and plugs, RF systems, Calorimeters.

## Doolittle Radio, Inc.

7421-23 S. Loomis Blvd., Chicago 36, Ill.
Phone: RAdcliffe 3-4100

President.....E. M. Doolittle
Sales Manager.....H. V. Carlson

PRODUCTS: Radio Communications Equipment, Frequency Monitors.

## Allen B. DuMont Labs., Inc.

2 Main Ave., Passaic, N. J.
Phone Passaic 3-1616
OFFICERS

President.....Allen B. Du Mont
Vice-President.....Leonard F. Cramer
Treasurer.....Paul Raibourn
Secretary.....Bernard Goodwin
Asst. Treas.....J. J. Doughney
Asst. Secy.....Arthur Israel, Jr.

BOARD OF DIRECTORS
Dr. Allen B. Du Mont, Leonard F. Cramer, Bruce T. Du Mont, Dr. Thomas T. Goldsmith, Jr., Paul Raiburn, Bernard Goodwin, Arthur Israel, Jr., David Van Alstyne, Jr.
DEPARTMENT HEADS
Director of Research
Dr. Thomas T. Goldsmith, Jr.
Mgr. Du Mont TV Network
Lawrence Phillips
Gen. Mgr. Instrument Mfg. Div.
C. Edwin Williams
Mgr. TV Receiver Sales.....Ernest A. Marx
Controller.....B. L. Graham
Advertising Mgr.....H. R. Geyelin
Plant Superintendent.....Bruce T. Du Mont
Dir. of Personnel.....Harry Housten
Mgr., TV Receiver Mfg.....Ricardo Muniz
Mgr., Instrument Div.....Rudolph Feldt
Mgr., Cathode-ray Tube Div..I. G. Rosenberg
Mgr., Transmitting Equip. Sales.H. E. Taylor
PRODUCTS: Television Receivers, Transmitters and Studio Equipment, Cathode-Ray Tubes and Oscillographs.

## Dumont Electric Corp.

308 Dyckman St., New York 34, N. Y.
Phone: LOrraine 9-2800
President & Chief Engr.....Jacob Katzman
Sales Manager.....Philip Dubilier
PRODUCTS: Paper, electrolytic and mica condensers.

## DX Radio Products Co., Inc.

2300-10 W. Armitage Ave., Chicago 47, Ill.
Phone: Armitage 3740
Pres. & Sales Mgr.....George H. Trimmings
Chief Engineer.....Louis J. Patla
Credit Mgr.....C. Banghart
Purchasing Agent.....C. L. Linblade
Advertising Mgr.....M. P. McLean
Industrial Relations Mgr.....M. E. McLean
Export Mgr.....Syd Storch
Production Mgr.....Albert Bowman
Traffic Mgr.....W. Grabarek
PRODUCTS: Transformers.

## Hugh H. Eby, Inc.

4700 Stenton Ave., Philadelphia 44, Pa.
Phone: DAvenport 4-7000
President.....James L. Hawley
Secretary.....T. J. Mullaney
General Manager.....George H. Rich
Engineer .....Edward Rittel
Purchasing.....R. E. Weber
Accounting & Credits.....W. T. Lodwig
PRODUCTS: Binding posts and terminals, cable connectors and couplings, custom moldings, electric eyes, headphones, knobs, metal stampings, lugs, microphones, photoelectric relays, photocells, phototubes, plugs, screw-machine parts, speaker connectors, terminal plugs, terminal strips and blocks, tube shields (miniature), tube sockets, electrical assemblies of all types for radar, telephones, headsets, microphones; jacks.

## Eckstein Radio and Television Co.

P. O. Box 343, Le Roy, Minn.
Phone: 191
President .....E. A. Eckstein
Sec'y.-Treas.....E. R. Bostrom
Sales Manager.....R. J. Benjamin
Prod. Mgr.....D. F. Boulett
PRODUCTS: Communication type car receivers (Karadio) Featuring Multi Band & Fixed Frequency. Farm Radios (L'Tatro). Home radios & special purpose sound equipment (Eckco).

## Electronic Specialty Co.

3456 Glendale Blvd., Los Angeles 26, Calif.
Phone: NOrmandy 2-2168
President.....David A. Marcus
Vice-Pres.....Wm. H. Burgess
Engineer.....B. V. Delltour
Purchasing Agent.....R. T. Liggitt
PRODUCTS: Ranger aircraft radio equipment: transmitters, receivers, and interphone, the transmeter, the electronic inverter which changes A-C to D-C for electric shavers. Television Service Division—install and service television receivers.

## Electronic Tube Corp.

1200 E. Mermaid Lane, Phila. 18, Pa.
Phone: Chestnut Hill 7-6800
Pres. .....Edward D. Gray
V.P.-Chief Engineer.....Henry S. Bamford
Sales Mgr.....George Peterson, Jr.
Credit Mgr.....C. John Seez
Service Mgr.....George Peterson, Jr.
Purchasing Agent.....Paul A. Keller
PRODUCTS: Standard, Multi-gun, Special purpose Cathode-Ray Tubes, Multi-channel oscilloscopes, Electronic Engineering and development.

## Emerson Radio & Phonograph Corp.

111 Eighth Ave., New York 11, N. Y.
Phone: CHelsea 2-1800
President..... Benjamin Abrams
Exec. Vice-Pres.....Dorman D. Israel
Secy. & Treas.....Max Abrams
Vice-Pres. Sales.....Charles Robbins
Vice-Pres. Purchasing.....Harvey Tullo
Vice-Pres., Works Mgr.....E. J. Kelly
Controller .....A. Rosen
Dir. of Engineering.....D. E. Harnett
Sales Promotion Mgr.....Stanley M. Abrams
Export Mgr.....Joseph Kattan
Service & Parts Mgr.....George Cohen

Personnel Mgr.....P. R. Certo
Advertising Mgr.....Edward Lane
PRODUCTS: Radio Receivers: Battery—Console, Table, Portable, Portable AC-DC; Electric — AM Compact, AM Table, AM Portable, AM Console, FM Console; FM Table; Television—Table models and Consoles; Combinations — Radio-phonograph; Record Players.

## Espey Manufacturing Co., Inc.

528 E. 72nd St., New York 21, N. Y.
Phone: BUtterfield 8-2300

President.....Nathan Pinsley
V. P. & Sales Mgr.....W. Walter Jablon
V. P. & Gen. Mgr.....Sol Pinsley
V. P. & Industrial Sales.....John Benedikt
V. P. & Eng.....Jack Rosenbaum
Credit Mgr.....Max Goldberg
Export Mgr.....J. E. Chorlian
Chief Eng.....Sam Sach
PRODUCTS: AM-FM-Chassis, AM-FM-Tuners, High Fidelity Amplifiers, Power Supplies, AM-FM Front End Tuners, 3"-Television Kits.

## Fada Radio & Electric Co., Inc.

525 Main St., Belleville 9, N. J.
Phone: BE 2-5680

President.....J. M. Marks
Secretary-Treasurer.....D. I. Marks
Chief Engr.....Herbert O. Wilson
Vice Pres.....S. N. Marks
Asst. Secty.....I. N. Marks
Advertising, Export Manager....H. N. Lubet
Supt.....J. Lewandowski
PRODUCTS: AM-FM Table Model Radio, Table Model Television Receiver, Projection Console Model Television.

## Fairchild Recording Equipment Corporation

88-06 Van Wyck Blvd., Jamaica 1, N. Y.
Phone Jamaica 6-3800

President.....Sherman M. Fairchild
Vice-Pres.....W. D. Fling
Advertising & Sales Mgr.....Jay H. Quinn
Treasurer.....J. B. Wolff
PRODUCTS: Sound Recorders (disk), Magnetic Tape Recorders, Transcription Tables, Magnetic Cutterheads, Dynamo Pick-ups, Pickup Equalizers, Unitized Amplifier.

## Farnsworth Television & Radio Corp.

3702 E. Pontiac St., Fort Wayne 1, Indiana
Phone: Anthony 5301

President.....E. A. Nicholas
Vice-President-Secretary.....E. M. Martin
Vice-President—Sales.....D. M. Allgood
V. P. Engineering.....B. Ray Cummings
Vice-Pres.—Mfg.....William Clausen
Treas.....Paul H. Hartmann
Assistant Secretary-Assistant Treasurer.....C. H. Wiggin
Auditor.....W. F. Hoeppner
Dir. of Research & Advanced Engineering Philo T. Farnsworth
Chief Engineer, Electronic Apparatus Division.....J. C. Ferguson
Chief Engineer, Radio-Television Department.....W. H. Myers
Manager of Advertising and Sales Promotion.....John S. Garceau
Mdse. Mgr.....I. C. Hunter
Manager of Mobile Communications Division.....John A. Curtis
Director of Purchases.....E. S. Needler
Credit Manager.....Arthur E. Sibley
PRODUCTS: AM-FM radios and Capehart phonograph-radios; automobile radios, television receivers, television transmitting equipment, television studio equipment, television-telemetering equipment, FM transmitters, railroad radio communications equipment, mobile communications equipment automatic record changers, television tubes, television antennas.

## Federal Telephone and Radio Corp.

100 Kingsland Rd., Clifton, N. J.
Phone: NUtley 2-3600

President.....Ellery W. Stone
Asst. V. P. in Chg. of Sales....A. W. Rhinow
PRODUCTS: For AM — Complete broadcast systems: transmitters, transmitting and rectifying tubes, Pulse-Time-Modulation Relay Systems, cables, field intensity meters, consoles, microphones and associated speech input and transmitter control equipment. For FM—Complete broadcast systems: transmitters, transmitting tubes, field intensity meters, cables, consoles, microphones and associated speech input and transmitter control equipment, Square Loop transmitting antennas, studio-transmitter-links, microwave relay systems, transmitter monitors, dummy antennas. For TV-Transmitters and complete broadcast equipment, microwave relay systems, transmitter monitors, high-gain antennas.

## Finch Telecommunications, Inc.

4th & Virginia Sts., Passaic, N. J.
Phone: Passaic 2-3440

President.....W. G. H. Finch
Asst. to Pres.....J. G. Crost
Dir. Research.....Dr. LaVerne Philpott
Purchasing Agent.....Frank R. Brick, Jr.
PRODUCTS: Facsimile, recording paper, Finch rocket antennas.

## A. W. Franklin Mfgr. Corp.

43-20 34th St., Long Island City 1, N. Y.
Phone: STillwell 4-1160

President.....Albert W. Franklin

V.P.—Engineering Prod..Joseph M. Vananzi
Vice-President—Sales.....N. H. Lawton
Credit Manager.....Fred Weller
Purchasing Agent.....S. Yurman
PRODUCTS: Sockets, plugs, switches, terminal strips, plastic and metal fabrications and assemblies, locking rings, metal stampings, plastic molded products, air-loops.

## Freed Radio Corp.

200 Hudson St., New York 13, N. Y.
Phone: WAlker 5-8765

President .....Arthur Freed
Chief Engineer.....Murray Weinstein
Purchasing Agent.....Sam Abramson
Advertising Mgr.....Harold S. Boxer
Industrial Relations Mgr.....Jack Horowitz
Dir. of Res. & Devel.....Joshua Sieger
PRODUCTS: Manufacturer of Freed-Eisemann high-fidelity radio-phonograph combinations, all incorporating frequency modulation band.

## Garod Radio Corporation

70 Washington Street, Brooklyn 1, N. Y.
Phone: MAin 4-6044

President .....Leonard Ashbach
Asst. to President.....Maurice Raphael
Vice-President .....Louis Silver
Chief Engineer.....Barnet S. Trott
Gen. Sales Mgr.....Louis Silver
Credit Manager.....Benjamin Orlin
Purchasing Agent.....Sol Predeger
Export Manager.....Ernest Nigaglioni
Service Manager.....Carl Volpe
PRODUCTS: Receivers: Battery—Console, Table, Personal, Portable; Electric — AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Console with Phonograph, AM Console with Phonograph and Recorder; AM-FM Table, AM-FM Console with Phonograph; AM-FM Console with Phonograph and Recorder; Television—Table, with FM, with AM, with FM-AM; Console, with FM, with AM, with FM-AM and Phonograph. Record Players.

## Gates Radio Company

123 Hampshire Street, Quincy, Illinois
Phone: 522

President.....P. S. Gates
Executive V. P.....L. L. McEwen
V. P. Research & Sales Co-ordination
F. O. Grimwood
Adv. Manager.....F. J. Pippenger
Chief Engineer.....F. W. Wentura
Prod. Mgr.....A. D. Myers
Credit Mgr.....L. H. Seileman
Exec. Secy.....A. D. Petzoldt
Purchasing Agent.....J. P. Bowers
PRODUCTS: Transmitters: AM Broadcast, FM Broadcast, Communications, Shortwave, Speech Input: Consoles, Remote Amplifiers, Program Amplifiers, Monitoring Amplifiers, Pre-amplifiers, Recording equipment, Custom built studio systems, AM Frequency and Modulation Monitors.

## General Electric Electronics Department

Electronics Part, Syracuse 1, N. Y.
Phone: 6-4411

Vice-Pres.....Dr. W. R. G. Baker
Comptroller.....E. L. Hulse
Mgr., Receiver Div.....I. J. Kaar
Mgr., Transmitter Div.....C. A. Priest
Mgr., Tube Division.....J. M. Lang
Mgr., Specialty Div.....G. F. Metcalfe
Mgr. of Marketing.....E. H. Vogel
Gen. Sales Mgr.....A. A. Brandt
PRODUCTS: Receivers, Transmitters, Tubes, Components.

## General Electronics Inc.

101 Hazel St., Paterson 3, N. J.
Phone: Sherwood 2-5271

Treasurer.....D. E. Replogle
Vice-President.....A. C. Moeller
Sales Manager.....C. G. Hampson
Production Engineer.....J. McCauley
Chief Engineer.....R. Shima
PRODUCTS: Three and 5 inch Projection Tubes, 10, 12½, and 15 inch Direct View Cathode Ray tubes.

## The General Industries Co.

Olive & Taylor Sts., Elyria, Ohio
Phone: 2235

President.....A. W. Fritzsche
Treasurer.....C. F. Russert
Vice-Pres., Sales Mgr. of Mechanical Div.
H. E. Moon
Vice-Pres., Sales Mgr. of Plastics Div.
Steve Hiltebrant
Chief Engr.-Mechanical Div.
Howard Shumaker
Chief Engr.-Plastics Div.....Russell Smith
Purchasing Agent.....Clete Heindrich
PRODUCTS: Molded plastics — electric spring phonograph motors, record changers; recorders — combination record changer; heater and defroster motors.

## General Instrument Corp.

829 Newark Ave., Elizabeth 3, N. J.
Phone: Elizabeth 3-4400

Chairman of Board.....C. Russell Feldman
Pres. & Treas.....R. E. Laux
V. P. in Chg. of Sales.....Don J. Phelps
Sales Manager.....G. P. Marron
Chief Engineer.....B. N. Fisher
Credit Manager.....W. J. Kane
Dir. of Purchases.....C. B. L. Townley

Purchasing Agent.....C. F. Richardson
Export Mgrs.....Ad. Auriema, Inc.
PRODUCTS: Variable condensers, push button devices, record changers, loud speakers, TV front & tuners.

## General Laminated Products, Inc.

2857 South Halsted Street, Chicago 8, Ill.
Phone: Victory 0707

President.....Morris Perlman
Chief Engineer.....Alfred Schofield
Purchasing Agent.....Ernest Neustadter
Sales Mgr.....L. Tenenberg
PRODUCTS: Coil Forms, Sockets, Fabricators of Laminated Phenolic Materials.

## General Radio Co.

275 Massachusetts Ave., Cambridge 39, Mass.
Phone: TRowbridge 6-4400

Chairman of Board.....H. B. Richmond
President.....E. H. Locke
Vice-Pres. for Sales.....A. E. Thiessen
Vice-Pres. for Mfg.....C. C. Carey
Secretary-Treasurer.....F. L. Tucker
Export Mgr.....C. E. Hills, Jr
Chief Engineer.....M. Eastham
Publicity Mgr.....C. E. Worthen
Service Mgr.....H. H. Dawes
PRODUCTS: Precision radio and electronic laboratory and testing instruments, FCC approved standard broadcast AM frequency and modulation monitors; FM and TV monitoring equipment; Variacs, Strobotacs.

## The Hallicrafters Co.

4401 W. 5th Ave., Chicago 24, Ill.
Phone: VAn Buren 6-6300

President.....William J. Halligan
Exec. Vice-Pres.....R. W. Durst
Vice-Pres. & Engr.....Nelson P. Case
Gen. Sales Mgr.....R. J. Sherwood
Asst. to Pres.....R. L. Russell
Secy.-Treas.....J. J. Frendreis
Asst. Treas.....M. P. Heinz
Asst. Sec. & Purch. Agent.....E. J. Corcoran
Sales Manager.....M. Scott
Advertising Mgr.....Charles J. Nesbitt
Works Manager.....G. H. Hartley
PRODUCTS: Television Receivers, FM & AM Broadcast Receivers, Communications Receivers, Radio Transmitters.

## The Hammarlund Mfg. Co., Inc.

460 West 34th St., New York 1, N. Y.
Phone LOngacre 5-1300

President.....Lloyd A. Hammarlund
V-P & Treasurer.....Joseph Lush
Secretary-Comptroller.....E. A. Wittmer
Chief Engr.....Walter Keith
PRODUCTS: Manufacturers of precision communications equipment.

## Hartenstine-Zane Co., Inc.

225 Broadway, New York 7, N. Y.
Phone: BA 7-8390-1

Gen. Mgr. & Sec.....Chas. J. Hartenstine
Asst. Sec.....M. A. Hartenstine
PRODUCTS: Specialize in the design of tower foundations; erecting, lighting and painting radio towers; installing ground system for AM Broadcasting and all types of antennae and accessories for FM & TV Stations; Maintenance of radio towers, obstruction lighting equipment and FM & TV antennae.

## Harvey Radio Laboratories, Inc.

447 Concord Avenue, Cambridge 38, Mass.
Phone: TRowbridge 6-2800

President.....Frank Lyman, Jr.
Dir., Contract Adminis.....B. H. Dean
Dir., Contract Engineering.....R. H. DeWitt
Clerk of Corp.....Ronald W. Martin
Chief Engineer.....Bernard J. Cosman
Purchasing Agent.....Frank Waterhouse
Comptroller.....Gordon C. Genthner
Prod. Mgr.....George Tompkins
Personnel Dept.....Mary Rizzitano
PRODUCTS: High Fidelity Frequency Modulation Broadcast Transmitting & Studio Equipment, Short-wave Telephone and Telegraph Transmitters, High Fidelity FM Broadcast Receivers, Regulated Power Supplies, I-F Strips, Visual Alignment Signal Generators, Galvascopes and associated radio and electronic equipment, Two-Way Communication equipment, emergency.

## Hazeltine Electronics Corp.

58-25 Little Neck Pkwy., Little Neck, N. Y.
Phone: FLushing 7-0300

President.....W. A. MacDonald
Exec. Vice Pres.....W. H. Grimditch
Vice Pres.....Laurence B. Dodds
Vice Pres.....Jack Binns
Vice Pres.....Fielding Robinson
Vice-Pres.....Commo. Jennings B. Dow
Treasurer.....John D. Grayson
Secretary.....Paul Armitage
Dir. of Eng.....Arthur V. Loughren
PRODUCTS — Test Loop Antenna, Impedance Measuring Equipment, Synchroscope, R-F Alignment Generator, Picture Modulated Generators, Modulation Monitor Receiver, I-F Alignment Generator, Black & White Signal Generator, R-F Mixing Pad, Impulse Signal Generator, Scanning Linearity Generator, Pulse Cross Generator, Tuner Test Jig, Picture & Sound Modulated Generators.

## Haydu Brothers

P. O. Box 1226, Plainfield, New Jersey
Phone: Plainfield 6-0878

President.....George K. Haydu

Chief Engineer.....Zoltan Haydu
Sales Mgr.....Al Fleichmann
PRODUCTS: Television Antenna.

## Hoffman Radio Corp.

3761 S. Hill St., Los Angeles 7, Calif.
Phone: RI 75671

President .....H. L. Hoffman
Vice-Pres. & Sec.....W. D. Douglas
Sales Manager.....R. J. McNeely
Treasurer.....C. E. Underwood
Works Manager.....E. P. Gertsch
Dir. of Purchasing.....S. L. Spraggins
Personnel Dir.....W. V. Phillips

PRODUCTS: AM Table Model Radios, AM-FM Radio-Phonograph Combinations, Home Recording (Musicord), Wire Recording, AM-FM Radio-Phonograph Combinations with Home Recording, Television Consolette, AM, Radio-Phonograph, Television Combination.

## Howard Radio Co.

1731-35 Belmont Ave., Chicago 13, Ill.
Phone: Diversey 2000

President.....Joseph F. Riley
Sales & Export Mgr.....J. M. Muniz
Sales Mgr.....Howard C. Briggs
Chief Engineer.....W. James

PRODUCTS: AM-FM radios and phonograph combinations, television receivers and other electronic products.

## Hytron Radio & Electronics Corp.

P. O. Box 390, 76 Lafayette St., Salem, Mass.
Phone: Salem 2260

President.....Bruce A. Coffin
Vice-Pres.....Edgar M. Batchelder
Chairman of Board-Treas....Lloyd H. Coffin
Sales Manager.....John Q. Adams
V. P. Chg. of Engineering...C. F. Stromeyer
Credit Manager.....M. S. Jones
Purchasing Agent.....Edward R. Carroll
Industrial Relations Mgr.....A. S. Nelson
Export Mgr.....W. L. Urquhart
Advertising Manager.....Harry G. Burnett

PRODUCTS: Receiving and electronic tubes; special purpose tubes, ultra violet sun lamps, ballast, voltage regulators.

## The Indiana Steel Products Co.

6 N. Michigan Ave., Chicago 2, Ill.
Phone: FRAnklin 2-1114

President.....A. D. Plamondon, Jr.
V. P. & Sales Mgr.....R. F. Smith
Gen. Mgr.....D. D. Cleghorn
Adv. Mgr.....I. A. Dickey

PRODUCTS: Permanent Magnets: Alnico, Cunico, Cunife, Indalloy, Vectolite, Silmanal, Cobalt, Chrome and Tungsten; Magnetic Recording Tape: Hyflux; Magnetic Tape Recording and Playback Heads.

## Insuline Corp. of America

36-02 35th Ave., Long Island City 1, N. Y.
Phone AStoria 8-3738

President.....S. I. Spector
Sales Manager.....Bernard L. Cahn
Secretary.....A. S. Spector
Adv. Manager.....A. S. Chambers
Supt. .....F. Henneke
Purchasing Agent.....H. Weston
Design Engineer.....C. J. Spector
Personnel Dir.....C. K. Horwitz
Chief Engineer.....John Donato

PRODUCTS: Radio Receiving-Transmitting Parts and Accessories, Stamping Metal Goods, Radio Chassis, Metal Cabinets, Plugs, Jacks, Sockets, Screw Machine Parts, Test Tools, Test Leads, Auto Antennas, Auto Radios Noise Suppressors, TV Antennas, TV Accessories, FM Antennas, FM Accessories.

## International Detrola Corporation Caswell-Runyan Division

East Franklin St., Huntington, Ind.
Phone: 3100

General Manager.....Adolph H. Schenkel
Sales Mgr.....Fred Tower
PRODUCTS: Radio cabinets.

## International Resistance Co.

401 N Broad St., Phila. 8, Pa.
Phone: Walnut 2-2166

President.....Ernest Searing
Vice-Pres., Sales.....Harry Ehle
Vice-Pres. Research.....Jesse Marsten
Chief Eng.....William H. Knowles, Jr.

PRODUCTS: Fixed and variable resistors.

## J. F. D. Manufacturing Co., Inc.

16th Ave. at 61st., Brooklyn 4, N. Y.
Phone: GEdney 8-3100

President.....Julius Finkel
Vice-President .....Albert Finkel
Secty. .....Edward Finkel
Advertising Mgr.....James Sarayiotes
Development Engr.....Albert Friedman
Production Engineer.....M. Director
Factory Foreman.....O. Maltzman

PRODUCTS: Television Antennas, FM Antennas; TV Antenna Brackets, Insulators, Wire, Masts, Glare Filters; Key hex wrenches, Bristo spline wrenches, plugs, male; female; AC-DC Continental and Domestic Test Leads, Test Prod., Phono Needles, Grille Cloth, Dial Pointers, Steel Rule and Wire Gauge, Line Cords—Resistance Cords; AC Service Cords, "Sockette" Radio Tube Adapters, Exact Duplicate Ballast Tubes, Phosphor Bronze Dial Cable, Battery Adapter Harnesses, Adjustable Ballast Tubes, Resistance Cord Adapters, Phono Adapter

Switches, Microphone Connectors, Midget Jacks & Plugs, Toggle Switches, Auto Condensers, Speaker Cement, Antennae Loop, Auto Antennaes, Battery Plug, Tube Shields, Radio Wire, Suppressors, Dial Belts, Dial Cord.

### The Jackson Electrical Instrument Co.

16-18 S. Patterson Blvd., Dayton 1, O.
Phone: Hemlock 4076

President.....Paul F. Jackson
Vice-Pres.....Robert C. Apple
Sales Manager.....Myron Fulkerson
Production Mgr.....William Hagstrum

PRODUCTS: Dynamic Tube Testers, Condenser Tester, V.T.V.M., Audio Oscillator, AM-FM Signal Generator, TV-FM Signal Generator.

### Jefferson Electric Co.

25th Ave. & Madison St., Bellwood, Ill.
Phone MAnsfield 7161

President.....J. C. Daley
Vice-President.....R. A. Hoagland
V.-P., Engineer.....L. Mauerer
Executive Engineer.....R. J. Horstman
Credit Manager.....Victor E. Lee
Export Manager.....M. J. Schmitt
Director of Purchases....Edward J. Banigan

PRODUCTS: Power transformers, chokes and audio input and output transformers, television deflecting yokes, horizontal and vertical scanning transformers, centering and focusing coils.

### Jensen Manufacturing Co.

6601 S. Laramie Ave., Chicago 38, Ill.
Phone: POrtsmouth 7-7600

President.....Thomas A. White
Purchasing Agent.....George H. Turner
Advertising Manager.....Bayard H. Clark
Comptroller.....John W. Henderson
Export Manager.....J. G. Corrigan

PRODUCTS: Loudspeakers, reproducers, Projectors, Cabinet, Transformers.

### Johns-Manville

22 East 40th St., New York 16, N. Y.
Phone LExington 2-7600

Chairman of the Board.....Lewis H. Brown
President.....R. W. Lea
V.P. & Asst. to Ch. of the Board.....J. P. Syme
V.P. (Relationships).....L. C. Hart
V.P. (Finance).....Alvin Brown
V.P. (Production).....A. R. Fisher
V.P. (Sales).....L. M. Cassidy
V.P. (Research) .....C. F. Rassweiler
Treasurer .....Roger Hackney
Secretary .....Vandiver Brown

PRODUCTS: Acoustical Materials.

### Kerrigan Lewis, Mfg. Co.

4421 W. Rice St., Chicago 51, Ill.
Phone: SPaulding 2-7208

President.....Vincent M. Kerrigan
Vice-Pres.-Treasurer.....Charles F. Lewis

PRODUCTS: Magnet and Litzendraht Wire.

### Kimble Glass
### Division of Owen-Illinois Glass Co.

Ohio Bldg., P. O. Box 1035, Toledo 1, Ohio
Phone: MAin 7131

V. P. & Gen. Mgr.....S. J. McGiveran
Gen. Sales Mgr.....E. B. Dennis, Jr.
Sales Mgr., Industrial & Electronics J. P. Kearney
Mgr. Sales Promotion.....Harlan Hobbs

PRODUCTS: Cathode Rav Bulbs, hand blown hard and soft glass bulbs, and lime glass tubing, Electronic Glass, Tube & Rod Specialties.

### King Laboratories, Inc.

127 Solar St., Syracuse 4, N. Y.
Phone: 2-5209

President.....Aden J. King
Vice-President.....F. M. Michaelian
Treas. & Gen. Mgr.....W. R. MacLeod
Secy.....Barbara H. Sisson

PRODUCTS: Special alloys, chemicals and metals, radio tube parts, metal punchings and stampings, barex getters.

### Kings Electronics Co., Inc.

372 Classon Avenue, Brooklyn 5, New York.
Main 2-2086

President.....M. R. Weissman
Sales Mgr.....L. Willis
Chief Engineer.....G. Nuremberg
Treasurer .....P. Kay
Credit Mgr.....E. Jordan
Purchasing Agent.....M. R. Weissman
Export Mgr.....L. Willis

PRODUCTS: FM, Television and Ham Antennas, Variable Condensers, Microphone Plugs and Jacks, Co-axial Connectors, Wave Guides, Wave Traps, Radar Assemblies, Special Electronic Equipment. Television Antenna and Installation Service for Television Manufacturers in Metropolitan New York and Long Island.

### Langevin Manufacturing Corp.

37 W. 65th St., New York 23, N. Y.
Phone: EN 2-7200

President.....Carl C. Langevin
V. P. & Gen. Mgr.....J. Martinez
Chief Eng.....William M. Dallin
Sales Promotion Mgr....Howard A. Harkavy
Asst. Treas.....Andrew Prins

PRODUCTS: Audio Amplifiers for AM-FM-TV studio applications, Program automatic gain control and limiting amplifier.

## Lehigh Structural Steel Co.

17 Battery Place, New York 4, N. Y.
Phone WHitehall 4-1424

Contact.....J. F. Neary

PRODUCTS: Vertical Radiators, Antenna Towers and Masts. Supporting Towers for FM and Television.

## John E. Lingo and Son, Inc.

2814 Buren Ave., Camden, N. J.
Phone Camden 0487

President.....J. E. Lingo
Asst. to President.....Joseph J. Taylor
Chief Engineer.....Wesley Thompson
Production Superintendent..George Burrows

PRODUCTS: Vertical Radiators: Guyed Tubular Steel and Portable Dural; Turnstile and UHF Antennae, Tubular Steel Supporting Poles (for UHF Antennae).

## Machlett Laboratories, Inc.

1063 Hope Street, Springdale, Conn.
Phone: Stamford 4-5781

President.....R. R. Machlett
Vice-Pres. of Sales.....W. E. Stevenson
Treasurer.....J. A. Lambert
Vice President.....H. J. Hoffman
Mgr. Engineer.....T. H. Rogers
Adv. Mgr.....R. N. Kellogg, Jr.
Industrial Rel. Mgr.....R. Gordon Hamblen
Export Mgr.....A. J. Foster

PRODUCTS: X-ray tubes for all medical, industrial and special purposes, Valve Tubes, Radio Transmitting Tubes, Communication Tubes, R.F. Heating Tubes.

## The Magnavox Company

2131 Bueter Rd., Fort Wayne 4, Indiana
Phone: Anthony 5474

President & Treasurer..Richard A. O'Connor
Executive Vice-President....Frank Freimann
Factory Manager.....L. E. Quinnell
Chief Electrical Engineer, Radio-Phonograph Division....R. H. Dreisbach
Sales Manager—Components Div. Stanley S. Sondles

PRODUCTS: Receivers: Combinations radio-phonograph, radio-phonograph modulation-table, console, FM-AM console, television-console, speakers, capacitors, solenoids, sound slide film equipment.

## John Meck Industries, Inc.

Liberty at Pennsylvania Sts., Plymouth, Ind
Phone: 33

President.....John S. Meck
Credit Mgr.....Russell G. Eggo
Chief Engineer.....J. J. Jones
Purchasing Agent.....W. Evebel
Traffic Manager.....H. McKee

PRODUCTS: Battery — Table, Personal, Portable, Portable AC-DC; Electric — AM Midget, AM Table, AM Console, AM Portable AC-DC, AM Table with Phonograph, AM Console with Phonograph, AM-FM Table, AM-FM Console, AM-FM Table with Phonograph, AM-FM Console with Phonograph; Television—Table, Console, AM Table, FM Table, AM-FM Table, AM Console, AM-FM Console, AM Console with Phonograph, AM-FM Console with Phonograph.

## Meissner Mfgr. Division Maguire Industries, Inc.

Bellmont & Seventh Sts., Mt. Carmel, Illinois
Phone: 733

President.....Russell Maguire
Sales Manager.....R. E. Burrows
Advertising Manager.....R. E. Burrows
General Manager.....Fred Lester
Chief Engineer.....W. J. Harrison
Credit Manager.....LaFrieda Kivett
Purchasing Agent.....J. C. Hershman

PRODUCTS: AM & FM radio receivers, radio-phonograph combinations, radio amateur equipment, radio coils for replacement, radio coils for equipment, radio servicemen's test equipment, television chassis, television components and complete television receivers.

## Measurements Corp.

116 Monroe St., Boonton, N. J.
Phone: Boonton 8-2131

President-Gen. Mgr.....H. W. Houck
Chief Engineer.....Jerry B. Minter
Chief Research Engineer...John van Beuren
Sales Mgr.....Nelson C. Doland, Jr.
Credit Mgr.....Robert Meyer
Advertising Mgr.....Edgar M. Weed

PRODUCTS: Standard Signal Generators, Pulse Generators, Square Wave Generators, UHF Radio Noise & Field Strength Meters, Vacuum Tube Voltmeters, Peak Voltmeters, Megohm Meters, Megacycle Meters, R.F. Attenuators, Inductance Bridges, Capacitance Bridges, Phase Sequence Indicators, Moisture Meters, Television Transmission and Receiving Test Equipment, Special Test Equipment, Fixed Capacitors and Resistors, Variable Condensers.

## Miles Reproducer Co., Inc.

812 Broadway, New York 3, N. Y.
Phone: SPring 7-7670-1

President.....Dr. S. R. Birne
Sec.-Gen. Mgr.....J. M. Kuhlik, Sc.D.

Chief Engr.....I. W. Kuhlik
Purchasing Agent.....J. V. Conniff
Treasurer.....H. B. Kuhlik
Advertising Mgr.....B. Burns
Dir. of Pub. Rel.....George Ruskin
PRODUCTS: Filmgraph Sound-on-Film Recorders & Reproducers, Continuous Recorders & Reproducers, Tape Recorders & Reproducers, Automatic Recorders and Reproducers, Permanent Recorders and Reproducers, Reference Recorders, Conference Recorders, Telephone Recorders, Interview Recorders, Telemike — Induction Units for listening to or recording two-way Telephone Conversations.

## James Millen Mfg. Co., Inc.

150 Exchange St., Malden 48, Massachusetts.
Phone: Malden 4-4108-9
President .....James Millen
Sales & Engr. Mgr.....E. E. Williams
Credit Manager.....Frances Bearse
Purchasing Agent.....George E. Pike
Export Manager.....Carl Lohman Janik
Chief Engineer.....Wade Caywood
PRODUCTS: Receivers: Amateur, Aviation, Marine, Police, Emergency Services. Transmitters: Relay, Fixed Station, Marine, Aviation, Police, Emergency Services. All types Receiver and Transmitter component parts except Tubes; Crystals, Fixed Resistors and Capacitors.

## Mirror Record Corp.

1133 Broadway, New York 10, N. Y.
Phone CH 3-2222
Pres. & Treas.....Paul K. Trautwein
Chief Engr.....R. V. Hough
PRODUCTS: Recording accessories (discs, cutting needles, playback needles).

## Motorola, Inc.

4545 Augusta Boulevard, Chicago 51 Illinois.
Phone: Spaulding 2-6500
President.....Paul V. Galvin
Vice Pres. in Charge of Automotive Division.....Elmer H. Wavering
Vice Pres. in Charge of Home Products Division.....Walter H. Stellner
Vice Pres. in Charge of Communications & Electronics Division.....D. E. Noble
Sales Manager.....Wm. H. Kelley
Chief Engineer, Auto Radio.....Jack Davis
Chief Engineer, Home Radio.....Gus Wallin
TV Engineering Heads.....Raymond Yoder, George Fyler.
Engineering Heads, Communications Div.....L. P. Morris, M. E. Bond, W. E. Phillips.
Treasurer.....George R. MacDonald
Vice Pres. in Charge of Purchasing Frank J. O'Brien
Credit Manager.....Henry Kleinhans
Export Manager.....Carl M. Wynne
Service Manager.....A. T. Alexander
PRODUCTS: Receivers: Battery — Automotive, Table, Personal; Electric — AM Table, AM Console, AM Portable AC-DC, AM Console with Phonograph; FM Table, FM Console, FM Console with Phonograph; AM-FM Console, AM-FM Console with Phonograph; Television—Table, with AM; Console, with AM; Amateur, Aviation, Marine, Police, Emergency Service, Taxicabs, Trucks and Busses, Walkie-Talkie; Record Players. Transmitter: FM Broadcast, VHF Broadcast, Fixed Station, Marine, Aviation, Police, Emergency Services.

## The Muter Co.

1255 S. Michigan Ave., Chicago 5, Ill.
Phone: WAbash 2-8800
President-Treasurer.....Leslie F. Muter
V.P.-Credit Manager.....A. A. Dailey
V. P. & Chief Engineer.....K. E. Rollefson
Purchasing Agent.....A. R. Campbell
Chief Engineer for Prod.....C. M. Kraemer
Superintendent.....W. C. Rowley
Industrial Relations Mgr...Miss Wilma Palm
PRODUCTS: Resistors, switches, ceramic condensers, ballasts, coils, spirashields, antenna loops, I. F. and R. F. transformers, Audio transformers and speakers.

## National Carbon Co., Inc.

30 East 42nd St., New York 17, N. Y.
Phone: MUrray Hill 7-8000
President.....A. V. Wilkes
Vice-Pres. & Gen. Mgr.....J. M. Spangler
Vice-Presidents.....C. O. Kleinsmith, Gen. Sales Mgr. Cons. Prods....R. P. Bergan
Mgr. Battery Eng. Dept.....W. H. Fritz
H. M. Warren
PRODUCTS: "Eveready" "Mini-Max" "B" batteries for portable and farm type receivers, "Eveready" dry cells, "Eveready" flashlight batteries for miniature receivers, "Eveready" "Air Cell" batteries for 2-volt and 1.4 colt receivers.

## National Union Radio Corp.

350 Scotland Rd., Orange, N. J.
Phone: Orange 2-6600
President .....K. C. Meinken
Vice President.....G. A. Bodem
Treasurer .....W. H. Carey
Secretary .....J. V. Deevy
Credit Manager.....H. A. Pope
Advertising Manager.....E. J. Maginot
PRODUCTS: Electron Tubes: Receiving; Transmitting; Cathode Ray; Special Purpose; Phototubes; Research & Development. Capacitors, Batteries, Dry, Ballasts, Panel Lamps, Volume Controls, Auto Vibrators.

## New York Transformer Co., Inc.

Third Avenue, Alpha, New Jersey
Phone Phillipsburg 5-1188

President.....Joseph B. Schaefer
Sales Manager.....Thomas B. Armstrong
Chief Design Engineer...Ernest D. Belanger
Chief Engineer.....George Pappas
Purchasing Agent.....Carl Seefer
Plant Superintendent.....A. H. Coover
Controller .....Kenneth Llewelyn

PRODUCTS: Transformers and Reactors for TV, Radios, Transmitters, and Receivers; Audio Frequency Coils; Electronic Control Devices, etc.

## Olympic Radio & Television Inc.

34-01 38th Ave., Long Island City, N. Y.
Phone: STillwell 4-6961

President.....A. A. Juviler
Exec. Vice-President.....P. L. Schoenen
Vice-Pres.-Treasurer .....M. Sobin
Director of Sales.....Al Friedman
Purchasing Engineer.....W. Hegyi
Office Manager.....L. Haber

PRODUCTS: Complete line of home receivers. AM and FM television receivers.

## Oxford Electric Corp.

3911 S. Michigan Ave., Chicago 15, Ill.
Phone: ATlantic 5-6161

President.....John A. Proctor
Credit Manager.....David E. Davis
Service Manager.....John A. Proctor, Jr.
Chief Engineer.....A. D. Hines

PRODUCTS: Radio speakers, output and line transformers.

## Packard-Bell Co.

3443 Wilshire Blvd., Los Angeles 5, Calif.
Phone: Fairfax 2141

Pres. & Gen. Mgr.....Herbert A. Bell
Vice-Pres.....J. M. Spain
Secy.-Treas. & Controller.....Lowell R. Day
Asst. to Pres.....Robert S. Bell
Sales Dir.....Wm. H. Cies
Purchasing Agent.....A. T. Baxter
Plant Manager.....C. E. Davies
Personnel Dir.....C. E. Askin
Chief Engineer.....C. A. Nichols

PRODUCTS: Radios, phonographs, home recording instruments, FM and Television equipment.

## Philco Corp.

Tioga & C Sts., Philadelphia 34, Pa.
Phone: NEbraska 4-5100

President .....William Balderston
V. P. & Gen. Sales Mgr.....John M. Otter
V. P. Radio and TV Div.....Larry F. Hardy
V. P. in Chg. Industrial Div..Leslie J. Woods
V. P. in Chg. of Engineering and Research
D. B. Smith
Chief Engineer.....Palmer M. Craig
Credit Manager.....E. W. Mayhew
Dir. of Purchases.....R. A. Boyce
Advertising Mgr.....John F. Gilligan
Industrial Relations Mgr...Harold W. Butler
Export Manager.....D. W. McIntosh
V. P. in Chg. of Parts and Service
James M. Skinner, Jr.
Traffic Manager.....J. Lorek

PRODUCTS: Radios, Radio-Phonographs, Refrigerators, Television Receivers, Home Air Conditioners, Freezers, Automobile Radios, Accessories.

## Philmore Mfg. Co.

113 University Pl., New York 3, N. Y.
Phone: ALgonquin 4-3363

President .....Philip Schwartz
Chief Engineer.....Reginald Burke
Credit Manager.....C. Mildred
Export Manager.....M. Greenker
Purchasing Agent.....Murray Granat

PRODUCTS: Amateur Radio-TV sets, crystal sets, microphones (carbon type), detectors plugs, 1, 2 and 3-tube receivers, headphones, signal keys, short wave and broadcast plug-in coils, aerial kits, speaker microphones.

## Pilot Radio Corp.

37-06 36th St., Long Island City 1, N. Y.
Phone: STillwell 4-5455

President.....Isidor Goldberg
Executive Vice-President.....E. L. Hall
Secretary-Treasurer.....I. W. Wyckoff
General Works Mgr.....J. Benjamin
Sales Manager.....Sidney Jurin
Purchasing Agent.....B. Jablow
Export Sales Manager.....E. L. Hall
Chief Engineer.....Dr. W. Auerbacher

PRODUCTS: AM-FM table models and phono combinations, portable radio receivers and television receivers, non-breakable pilotone vinylite records.

## Press Wireless Mfg. Co., Inc.

Cantiague Rd., Hicksville, L. I., N. Y.
Phone: FIeldstone 7-2330

President.....T. Mitchell Hastings, Jr.
Treasurer.....Chester T. Cook
Chief Engineer.....Earl E. Eldridge
Purchasing Agent.....Clyde B. Rush
Sales Manager.....J. Harvey McCoy

PRODUCTS: Transmitters any power rendering A-1, A-2, A-3 service, Frequency Shift Keyer for transmission, Frequency Shift Monitors for transmission, Frequency Shift Converters—Teletype transmission and reception, Anti-Fade—Exalted carrier in diver-

sity receiving equipment,, Ink Tape Recorders and pullers, Diversity Receivers, Line Amplifiers, Power Supplies, Compression Amplifiers.

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## Presto Recording Corp.

P. O. Box 500 Hackensack, N. J.
Phone: HAckensack 3-5700

President.....George J. Saliba
Secretary.....Morris M. Gruber
Treasurer.....A. Benjamin
Comptroller.....Ruth B. Sholes
Sales Manager.....Thomas B. Aldrich

PRODUCTS: Stationary and portable disc recorders, Stationary and portable transcription equipment, associated amplifier equipment, master discs, instantaneous recording discs, recording and reproducing stylii, Gear driven turntables and recorders.

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## Radio Condenser Co.

Davis & Copewood Sts., Camden 4, N. J.
Phone: EMerson 5-5500

President.....Stanley S. Cramer
Vice-President.....Russell E. Cramer
V. P. Chg. of Sales.....Russell E. Cramer, Jr.
Treasurer.....William W. Paul
Chief Engr.....J. S. Robb
Dir. Labor Rel.....J. B. Thompson

PRODUCTS: Variable air condensers; Variable Air Capacitors for special radio apparatus of all description, "Rotonoid," (a power device for various applications).

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## RCA Victor Division
## Radio Corp. of America

Front & Cooper Streets
Camden, New Jersey
Phone: Camden 4-8000

Executive Vice President...Frank M. Folsom
Vice President and General Manager.....J. G. Wilson
Vice President in Charge Law and Finance.....J. H. McConnell
V. P. Chg. of Public Relations....J. K. West
Vice President and Director of Engineering Dept.....D. F. Schmit
President, RCA Service Co., Inc. .....E. C. Cahill
Director of Distribution Department .....H. M. Winters
President, RCA Victor Distributing Corporation .....W. M. Norton
Director, Materials Dept...V. deP. Goubeau
Vice President in Charge Home Instruments Dept.....J. B. Elliott
Chief, Engineer, Home Instrument Department .....D. D. Cole
General Sales Manager, Home Instrument Department.....H. G. Baker
Vice President in Charge Record Department .....J. W. Murray
General Sales Manager, Record Department.....J. M. Williams
Chief Engr., Record Dept...W. T. Warrender
Vice Pres. and Acting Gen. Sales Mgr. in Chg. Tube Dept.....L. W. Teegarden
Chief Engineer, Tube Dept Dr. G. R. Shaw
Vice President in Charge Engineering Products Department.....W W. Watts
General Sales Manager, Engineering Products Department.....T. A. Smith
Chief Engineer, Engineering Products Department .....M. C. Batsel

DIVISION PLANTS: Main Offices: Camden, N. J.; Harrison, N. J.; Lancaster, Pa.; Indianapolis, Ind.; Bloomington, Ind.; Monticello, Ind.; Pulaski, Va.; Canonsburg, Pa.; Detroit, Mich.; Hollywood, Calif.

PRODUCTS: Antenna Systems, Application & Maintenance, Engineering Services, Aviation Radio Equipment, Battle Announce Systems; Brenckert Projection Equipment, Broadcast Station Equipment (AM and FM), Communications Equipment, Component Radio & Electronic Parts, Custom Disc Recordings, Direction Finders, Drive-In Theatre Equipment, Electronic Carillons & Chimes, Electronic Fire Control Equipment, Electronic Tube Parts & Machinery, Electron Microscopes, Facsimile Equipment, Faradon Condensers, Film Recording Equipment, Film Recording Service Studio (New York and Hollywood), High Frequency Heating Equipment, Industrial Electronic Products, Industrial Sound Equipment, Inter-Communication Equipment, Microphones, Music Library Service, Police Radio Equipment; Projection Booth Equipment, Public Address & Plant Broadcasting Equipment, Radar Equipment, Radio Parts, RCA Dry Batteries, RCA Victor Radios, RCA, Cunningham, and RCA Victor Electron Tubes, RCA Victor Records, Albums, Needles, Recording Equipment, Scientific Equipment, Screens, Service & Maintenance for Electronic Equipment, 16mm Sound Film Projectors, Sonar Equipment, Sound Discs for Slide Films, Sound Powered Telephones, Sound Systems & Components, Special Apparatus & Technical Services for U. S. Government, Television Receivers, Transmitters, and Associated Equipment, Test & Measuring Equipment, Theatre Furnishings, Theatre Sound Systems, Victrola Radio-Phonographs, Wire Recorders.

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## Radio Engineering Labs., Inc.

35-54—36th St., Long Island City 1, N. Y.
Phone: AStoria 8-1010

President.....C. R. Runyon, Jr.

Vice-Pres.....Frank A. Gunther
Secretary .....Joseph Behr
Chief Engineer.....Malbon H. Jennings
Dir. of Research.....James R. Day
Director of Purchases.....Joseph Behr
Mgr. of Sales.....C. R. Runyon, III
Service Mgr.....Joseph Toman
Comptroller.....James A. Cronin

PRODUCTS: Broadcast transmitters, FM and AM, 250 watts to 50 kw; Antennas—FM, speech input equipment, Frequency Modulation monitors, FM receivers, FM studio to transmitter link equipment, custom built high quality audio equipment, Quadrilene Amplifiers, Serrasoid Modulators, Ten Watt FM Educational Transmitters.

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## Rangertone Incorporated

73 Winthrop St., Newark 4, N. J.
Phone: HUmboldt 5-2550

President.....R. H. Ranger
Secretary.....E. R. Cornell
Treasurer.....R. H. Ranger
Chief Engineer.....P. M. Brubaker
Production Manager.....S. L. Ackerman
Sales Engineer.....A. A. Bombe
Purchasing Agent.....H. T. Karamus

PRODUCTS: High Fidelity Loudspeaker Systems, Magnetic Tape Recorders: Console, Table & Portable Models, Magnetic Tape Recording Accessories & Supplies, Magnetic Recording Tape, Consulting Engineers on Magnetic Tape Recorders, Laboratories & Custom Builders of Sound & Recording Equipment.

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## Raytheon Manufacturing Co.

55 Chapel St., Newton 58, Mass.
Phone: Bigelow 7500

Chairman of Board.....L. K. Marshall
President.....C. F. Adams, Jr.
Vice-Pres. & Treas.....D. T. Schultz
Vice-Pres.....W. L. Gifford
Vice-President.....Ray C. Ellis
Secy. & Gen. Counsel.....Paul F. Hannah
Credit Manager.....Dan Reed

PRODUCTS: AM, FM and television transmitters, transmitter accessories, tubes, FM antennas, speech input equipment, transmission line accessories, antenna phasing and coupling equipment, amplifier equipment, engineering services, custom-built transmitting and studio equipment.

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## Rek-O-Kut Company

38-01 Queens Blvd., Long Island City 1, N. Y.
Phone: STillwell 4-7062-3-4

President, Sales Manager.....George Silber
Plant Supt.....S. Simonson
Credit Manager.....A. Friedman
Export Agents.....Morhan Exporting Corp.

PRODUCTS: Instantaneous Recording Equipment, Recording Turntables, Transcription Turntables, Cutters, Amplifiers, Meters.

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## Scott Radio Laboratories, Inc.

4541 N. Ravenswood Ave., Chicago 40, Ill.
Phone: Longbeach 5172

President.....H. S. Darr
Exec. V. P. & Sales Mgr.....Fred W. Gigax
Chief Engineer.....W. F. Cotter
Comptroller.....P. B. Schuecking
Purchasing Agent and Production Manager R. E. Strand
Export Manager.....M. A. Lachenmann
Service Manager.....J. R. Sensyk

PRODUCTS: Receivers: Electric—AM Console, AM-FM Console with Phonograph; Television—Console.

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## Sentinel Radio Corp.

2100 Dempster St., Evanston, Illinois
Phone: University 2400

President.....E. Alschular
Vice-President.....M. D. Block
Production Manager.....I. J. Jacobsen
Chief Engineer.....W. J. Schnell
Purchasing Agent.....P. O. Krumm
Credit Manager.....C. S. Willard
Sales Manager.....E. G. May
Export Manager.....H. A. Sillcox

PRODUCTS: Sentinel radio receiving sets and table, console models, portable radios, radio-phonograph combinations, table and console models, FM-AM table console and radio phonograph combinations, television receivers of all types.

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## Sherron Electronics Company (Div. of Sherron Metallic Corp.)

1201 Flushing Ave., Brooklyn 6, New York.
Phone: Evergreen 7-2820

President.....P. H. Sherron
Director of Purchases.....M. C. Turner
Chief Engineer.....M. V. Barasch
Sales Engineer.....E. P. Alisch
Director of Television.....P. J. Gollhofer

PRODUCTS: Transmitters: Standard Broadcast, FM Broadcast, VHF Broadcast, Television, Relay, Fixed Station, Facsimile. Complete Electronic Engineering Service—Electronic Laboratory for Development, Design and Research of Electronic Problems. Studio Control Equipment; Test Equipment for Television; Vacuum Tubes and Electronic Components; Laboratory and Production Instruments; Special Custom-Built Electronic Devices for Industrial Application; Electronic Heating; Experimental Television Station W2XDK.

## Sonora Radio & Television Corp.

325 N. Hoyne Ave., Chicago 12, Ill.
Phone: CH 3-2323

President .....Joseph Gerl
V. P.—Charge Sales.....Edward Harris
Credit Manager.....Ray Shadley
Chief Engineer.....Don Fetterman
Purchasing Agent.....Frank Whitaker
Export Manager.....Edward L. Harris

PRODUCTS: Radios, radio-phonographs, portables, AM-FM combinations, television receivers, phonograph records, Sterling cedar chests.

## Sound, Inc.

221 E. Cullerton Street, Chicago 16, Ill.
Phone: Victory 7234

President & Sales Mgr.....Allen Shoup
Chief Engineer.....Rudolph A. Bierwirth
Purchasing Agent.....Allan Gardner
Industrial Relations Mgr...Robert Willmarth
Service Manager.....George Dyer

PRODUCTS: Electronic and Sound Equipment. Specialty Amplifiers of all types.

## Standard Radio Transcription Services, Inc.

140 North LaBrea, Hollywood 36, Cal.
Phone: Webster 9181

President .....Gerald King
Vice-Pres.....Milton M. Blink
V. P. in Chg. of Sales—Eastern Office
Alex Sherwood
Sales Mgr.—Central States Office
Gus Hagenah
Business Mgr. & Counsel...Lewis TeeGarden
Production Mgr.....Harry Bluestone
Chief Engineer.....Robert Callen

PRODUCTS: Standard radio transcription library service, Standard super sound effects, Mood music library.

## Stewart-Warner Corp.

1826 Diversey Pkwy., Chicago 14, Ill.
Phone: Lakeview 6000

President.....J. S. Knowlson
Sr. Vice-Pres.....F. A. Hiter
Sales Mgr. Radio Dept.....F. D. Masters
Service Manager.....N. J. Cooper
Chief Engineer.....S. C. Kolanowski
Vice-Pres., Radio.....S. Insull, Jr.
Credit Manager.....A. W. Grossklags
Purchasing Agent, Radio.....J. S. Burress
Advertising Manager.....F. R. Cross
Industrial Relations Mgr.....W. W. Miller
Export Manager.....J. E. Burke
Traffic Manager.....E. F. Stecher

PRODUCTS: Radios: AM-FM, Console, Table, Console Combinations, Table Combinations, Portable. Television: AM-FM, Console.

## Stromberg-Carlson Co.

100 Carlson Road, Rochester 3, N. Y.
Phone: Culver 0260

President.....Dr. Ray H. Manson
Vice-President-General Mgr...Lee McCanne
Vice-President Chg. Sales..Lloyd L. Spencer
Vice-President—Engineering
and Research.....Frederic C. Young
Sales Mgr. Radio-Tele.....C. J. Hunt
Mgr., Adv. & Pub. Rel....Stanley H. Manson
Mgr. Sound Equip Div.....A. G. Schifino
Credit Manager.....Charles W. Pritchard

PRODUCTS — Television Table Models, Television Table Models with FM, Television Consoles with FM, Television Radio-Phonograph Combinations with FM, AM Table Models, AM Table Combination Models, AM-FM Table Models, AM-FM Radio-Phonograph Combinations with LP-Standard Changers, Electronic Carillon Equipment, Intercommunicating Systems, Telephones and Switchboard Apparatus.

## Sylvania Electric Products, Inc.

500 Fifth Ave., New York 18, N. Y.
Phone: WIsconsin 7-9500

Ch. of Bd.....W. E. Poor
President.....D. G. Mitchell
Vice-President .....M. F. Balcom
Vice-President.....R. H. Bishop
Vice-President.....H. Ward Zimmer
Secretary.....J. S. Learoyd
General Sales Mgr., Radio Div...C. W. Shaw
Advertising Mgr. Radio
Division.....T. P. Cunningham

PRODUCTS: Cathode ray tubes, amateur transmitting tubes, radio receiving tubes, germanium crystals, panel lamps, counter tube tester, portable tube tester, modulation meter, polymeter, audio oscillator, 3″ oscilloscope, 7″ oscilloscope, pocket ohmmeter.

## Tele-Tone Radio Corporation

540-50 W. 58th St., New York 19, N. Y.
Phone: CIrcle 6-4325

President.....Sol W. Gross
V. P. in Chg. of Sales.....John S. Mills
Gen. Sales Mgr.....Morton M. Schwartz
Asst. to President.....Irving Brudner
Chief Engineer, Radio.....Ben Singer
Chief Engineer, TV.....Robert S. Mautner
Credit Manager.....Louis Berke
Dir. of Purchases.....John G. Commins
Advertising Mgrs.....Lester Harrison Agency
Industrial Relations Mgr.....Irving Brudner
Export Mgrs.....Robert Schasseur, Inc.
Service Mgr., Radio.....George Spindel
Service Mgr., TV.....Harold Dittenhoefer

PRODUCTS: Receivers: Battery — Portable AC-DC; Electric — AM Midget, AM

Table, AM Portable AC-DC AM-FM Table; Television—Table, Consolettes.

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### Television Associates, Inc.

190 N. State St., Chicago 1, Ill.
Phone: STate 2-9222

President.....Capt. W. C. Eddy
Exec. Vice-Pres.....Keith Kiegins
Secretary .....Felice Kerrigan
Treasurer.....S. Payson Hall
Directors.....Chas Collette, C. C. Woolridge, E. T. Meredith, W. C. Eddy, Keith Kiggins.

PRODUCTS: Controllable studio lighting system, Microwave relay reflectors, Tripods, Parapet clamps, Camera dollies, Camera hi-hats, Kaleidoscopic projectors, Continuous film reels, Video analyzers (test equipment), Camera cable clamps.

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### Templetone Radio Mfg. Corp.

100 Garfield Ave., New London, Conn.
Phone: New London 5346

President.....Oscar Dane
Exec. Vice-President.....Eli Dane
Chief Engineer.....Edward Jahns
Credit Manager.....Samuel Fleder
Works Mgr. & Actg. Sales Mgr. Louis Friedman
Purchasing Agent.....Irving W. Topkins

PRODUCTS: Television receivers: Table models, consoles, and combinations with AM-FM radio and automatic record changers; Home radios: Table models, portables, consoles, and combinations with automatic record changers; Electronic test equipment; record players.

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### Television Equipment Corp.

Executive Offices—745 Fifth Ave.
New York 22, N. Y.
Phone: PLaza 5-3152

President.....John B. Milliken
Vice-President .....Leonard Mautner
Secy. & Chief Engineer.....William Brown
Treasurer.....John R. Finegan
Director.....Willard R. Rich

PRODUCTS: Television cameras, studio equipment, transmitters.

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### Transmitter Equipment Mfg. Co., Inc.

345 Hudson St., New York 14, N. Y.
Phone: WAtkins 4-1550

President.....Morton B. Kahn
Sales Manager.....Morton B. Kahn
Chief Engineer.....Jules Cardon
Credit Manager.....Edna J. Nagler
Purchasing Agent.....Frank C. Botscheller
Advertising Manager....Leonard Newsteder
Industrial Relations Mgr.....E. E. Horrocks
Export Manager.....Arthur Rocke
Service Manager.....Irving Rose
Legal Counsel.....S. E. Martinson

PRODUCTS: Receivers: Facsimile, Marine, Police, Emergency Service, Taxicabs Trucks and Busses, Walkie-Talkie. Transmitters: Standard Broadcast, VHF Broadcast, Short Wave Broadcast, Relay, Fixed Station, Marine, Aviation, Police, Emergency Services, Facsimile, Amateur.

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### U. S. Recording Company

1121 Vermont Ave., N.W. Washington 5, D. C.
Phone: Sterling 3626

General Manager.....Joseph Tait
Sales Manager.....Robert L. Kaufman
Chief Engineer.....Henry P. Meisinger
Plant Manager.....Irving Linkow
Chief Research Physicist.....Carl Mayfield

PLANT: 1347 South Capitol St.
Phone: Sterling 3626

PRODUCTS: Manufacturers and distributors of audio and sound equipment — Panacoustic, Presto, Magnecord, Stromberg-Carlson, Libert Carrillon, Operadio and many others. Specializing in engineering, manufacturing, assembling custom equipment for radio Broadcast stations.

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### United States Television Mfg. Corp.

3 W. 61st St., New York 23, N. Y.
Phone: CIrcle 6-4255

President .....Hamilton Hoge
Vice-Pres.....Francis H. Hoge, Jr.
Treasurer .....John Hoge
National Sales Dir.....Jack Crossin
Sales Mgr.....William H. Higgins
District Sales Mgr.....Herbert Schiller
Purchasing Mgr.....Harry Rosenman
Public Relations Dir.....A. E. Kessler
Adv. & Sales Promotion.....Harvey Toback
Chief Engineer.....Howard Schubert
Chief Mechanical Engr.....Henry Strahlman
Credit Manager.....Herbert Slote

PRODUCTS: Television: 10" & 15" Table Model Direct View, 12" Consolette Direct View, 12" & 15" Console Direct View, 15" Consolette Direct View, 475 & 675 sq. in. Projection. Instruments: UST-ALL Electronic Sweep Generator.

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### Utah Radio Products Division of Int'l. Detrola Corp.

1123 E. Franklin, Huntington, Ind.
Phone: 3100

General Mgr.....P. H. Heckendorn

Controller.....E. V. Norfleet
Sales Manager, Mfg. Division....Fred Tower
Sales Manager, Jobber
Division .....Hugo Sundberg
Credit Mgr.....O. C. Will
Purchasing Agent.....J. Raymond Schutz
Production Supt.....Carl John

PRODUCTS: Radio Loud Speakers.

## Western Electric Co., Inc.

(Radio Division)
120 Broadway, New York 5, N. Y.
Phone: WOrth 4-2100

Vice-Pres.....F. R. Lack
Manager—Distributor Sales....S. P. Taylor
Manager, Broadcast Sales..J. H. Ganzenhuber
Manager, Sound Systems &
Communications.....E. M. Hall
Manager, Electronic Tube & Products
Sales.....A. B. Kouwenhoven
Mgr., Radio Tel. Sales.....H. N. Willets
Sales Engineer, Bell System
Services.....H. D. Wilson
Sales Engineer, Transoceanic &
Point-to-Point Radio.....F. C. McMullen

PRODUCTS: FM and AM transmitters, antennas and antenna accessories, phase monitors and antenna phasing equipment, FM frequency and modulation monitor speech input equipment for FM and AM, speech input amplifiers and accessories, sound distribution systems and components, transcription turntables and pickups, loudspeakers, power supplies, electron tubes, relays, keys, jacks, mountings, thermistors, varistors, carbon resistors, germanium and silicon rectifiers, Fastax cameras, sound measuring equipment, vehicular equipment, power line carrier equipment, single sideband and point-to-point radiotelephone equipment.

## Westinghouse Electric Corp.
## Home Radio Division

1354 Susquehanna Ave., Sunbury, Pa.
Phone: 2520

President.....Gwilym A. Price
Vice-President .....Walter Evans
Manager.....F. M. Sloan
Assistant Manager.....H. W. Schaefer
Mgr., Design Engineering.....G. C. Larson
Mgr. of Manufacturing.....F. H. Barnett
Purchasing Agent.....W. M. Anderson
Sales Manager.....E. G. Herrmann
Asst. Sales Manager.....J. W. Hitchcock
Mgr., Tubes and Batteries.....L. S. McLeod
Service Manager.....W. H. McKnew

PRODUCTS: Manufactured by the Home Radio Division: Home radio and television receivers, radio-phonograph combinations, television radio-phonograph combinations for home use.

## Weston Electrical Instrument Corp.

614 Frelinghuysen Avenue, Newark 5, N. J.
Phone: Bigelow 3-4700

President.....Earl R. Mellen
General Sales Manager....Harold L. Olesen
Vice Pres. & Chief Engr.....John H. Miller
Credit Manager.....B. E. Arthur
Purchasing Agent.....George T. Deaney
Advertising Manager.....Phil Barnes
Industrial Relations Mgr.....James J. Hagan
Export Manager.....John H. Purcell
Service Manager.....Charles W. Biswanger

PRODUCTS: Electrical Indicating Instruments Sensitive Relays and Associated Devices, Service and Tube Testing Equipment, Electrical Speed and Temperature Indicating Equipment, Photoelectric Devices and Photographic Exposure Meters, Weston Temperature Gauges and Laboratory Thermometers, Weston Aircraft Instruments.

## Wheeler Laboratories, Inc.

259-09 Northern Blvd., Great Neck, N. Y.
Phone: Imperial 7-0645

President.....Harold A. Wheeler
Secretary .....E. Leonhardt

PRODUCTS: Inductance Measuring Equipment, Capacitance Measuring Equipment, Microwave Components, Special Electronic Equipment on order, Consulting Services.

## Zenith Radio Corp.

6001 Dickens Ave., Chicago 39, Ill.
Phone: Berkshire 7-7500

President & Gen. Mgr...E. F. McDonald, Jr.
Exec. V. P. & Treas.....Hugh Robertson
V. P. & Director of Sales.....H. C. Bonfig
V. P. in Chg. of Engineering.G. E. Gustafson
V. P. in Chrg. of Prod...Donald MacGregor
V. P. Director of Purchases..J. E. Anderson
Vice President.....W. Dumke
V. P. Credit Mgr.....Sam Kaplan
Asst. Vice President.....Karl E. Hassel
Asst. Vice President.....J. E. Brown
Secretary and Controller.....R. D. Burnet
Advertising Manager.....W. E. Macke
Sales Promotion Mgr.....D. H. Grigsby
Personnel Manager.....J. M. Wadsworth
Service Manager.....Frank Smolek
Sales Mgr. Export.....E. E. Loucks

PRODUCTS: Receivers: Battery—Automobile, console, table; electric—AM Midget, AM table, AM console, AM portable AC-DC, AM console with phonograph, AM console with phonograph and recorder; FM table, FM console, FM console with phonograph, FM console with phonograph and recorder; AM-FM table, AM-FM console, AM-FM console with phonograph, AM-FM console with phonograph and recorder; Television: Table, with radio; console, with radio; console, with radio and phonograph; Radionic hearing aids.

# MEXICO

## THE NEW SALES FRONTIER IS *SOUTH*

## MEXICO . . . *4th Largest U. S. World Market*

**KNOWLEDGE**
of the people and their buying habits.

**EXPERIENCE**
with successful campaigns of U. S.'s most successful sponsors.

**FACILITIES**
to reach all Mexico's 22 million consumers and more . . . economically.

MEXICO is a *mighty* good neighbor in dollar-volume purchases of U. S. goods: 5 times more in 1948 than in 1940, totalling nearly a half billion dollars. Mexico, 4th largest market in U. S. world trade, is still a booming market for American firms, like Bayer, Canada Dry, Colgate, Parker, Sidney Ross, GE, Coca Cola and scores more. They sell Mexico's 22 million consumers through Latin America's most important network—the 86 stations of Radio Programas de Mexico. RPM covers *all* the Mexican market. Its high powered outlets pour into centers of population; its 250 watters conserve power (and your budget) where buying centers are smaller.

Here is a market equal in population to Ohio and New York combined. But, unlike the U. S., where channels of distribution are filling, Mexican demand is never-ending. Competition is almost unknown. Investigate your opportunity for mass distribution in this virtually untapped mass market. *YOUR* new sales frontier is South . . . through the 86 stations of RPM.

RPM
RADIO PROGRAMAS DE MEXICO

## RADIO PROGRAMAS DE MEXICO

*Largest Latin American Broadcasting System* — *The New Sales Frontier is South*

P. O. Box 1324, Mexico, D. F. • Emilio Azcarraga, Chairman of the Board
Clemente Serna Martinez, President

# INTERNATIONAL

*International Broadcast Stations*
*In The United States*

•

*Mexico*

•

*Cuba*

•

*Philippine Republic*

# INTERNATIONAL STATIONS IN THE UNITED STATES

| *Licensee and Location* | *Call Letters* | *Frequency (Kc)* | *Power (Kw)* |
|---|---|---|---|
| The Associated Broadcasters, Inc. San Francisco, California | KWID | 6060, 7230, 9570, 11870 15290, 17760, 21610 | 100 kw |
| The Associated Broadcasters, Inc. San Francisco, California | KWIX | 6060, 7230, 9570, 11870 15290, 17760, 21610 | 50 kw |
| Columbia Broadcasting System, Inc. Brentwood, Long Island | WCBN | 6120, 6170, 9650, 11830, 15270, 17830, 21520, 21570 | 50 kw |
| Columbia Broadcasting System, Inc. Brentwood, Long Island | WCBX | 17830 | 50 kw |
| Columbia Broadcasting System, Inc. Brentwood, Long Island | WCRC | 9650, 11830, 21570 | 50 kw |
| Columbia Broadcasting System, Inc. Wayne, New Jersey | WOOC | 6120, 6170, 9650, 11830 15270, 17830, 21520, 21570 | 50 kw |
| Columbia Broadcasting System, Inc. Wayne, New Jersey | WOOW | 6120, 6170, 9650, 11830, 15270, 17830, 21520 | 50 kw |
| Columbia Broadcasting System, Inc. Delano, California | KCBA | 6120 | 50 kw |
| Columbia Broadcasting System, Inc. Delano, California | KCBF | 9650, 11810, | 50 kw |
| Columbia Broadcasting System, Inc. Delano, California | KCBR | 6180, | 200 kw |
| The Crosley Corporation Bethany, Ohio | WLWL | 6080, 9590, 11710, 15250, 17800, 21650 | 200 kw |
| The Crosley Corporation Bethany, Ohio | WLWR | 6080, 9590, 11710, 15250, 17800, 21650 | 200 kw |
| The Crosley Corporation Bethany, Ohio | WLWS | 6080, 95900, 11710, 15250, 17800, 21650 | 200 kw |
| The Crosley Corporation Mason, Ohio | WLWK | 6080, 9590, 11710, 15250, 17800, 21650 | 50 kw |
| The Crosley Corporation Mason, Ohio | WLWO | 6080, 9590, 11710, 15250, 17800, 21650 | 75 kw |
| General Electric Company Schenectady, New York | WGEA | 6190, 7000, 9550, 11840, 15330, 21500, 21590 | 50 kw |
| General Electric Company Schenectady, New York | WGEO | 6190, 7000, 9530, 11840, 15330 | 100 kw |

| Licensee and Location | Call Letters | Frequency (Kc) | Power (Kw) |
|---|---|---|---|
| General Electric Company Schenectady, New York | WGEX | 6190, 7000, 9530, 11840, 15330 | 25 kw |
| General Electric Company Belmont, California | KGEI | 6190, 7250, 9530, 9550 11730, 15210, 15330 | 50 kw |
| General Electric Company Belmont, California | KGEX | 6190, 7250,, 9530, 9550, 11730, 15210, 15330 | 100 kw |
| National Broadcasting Co., Inc. Bound Brook, New Jersey | WNBI | 6100, 9670, 11893, 15150, 15190, 17780, 21630 | 50 kw |
| National Broadcasting Co., Inc. Bound Brook, New Jersey | WRCA | 6100, 9670, 11893, 15150, 15190, 17780, 21630 | 50 kw |
| National Broadcasting Co., Inc. Bound Brook, New Jersey | WNRA | 6100, 9670, 11890, 15150, 15190, 21630 | 50 kw |
| National Broadcasting Co., Inc. Bound Brook, New Jersey | WNRE | 6100, 9670, 11890, 15150, 15190, 20630 | 50 kw |
| National Broadcasting Co., Inc. Bound Brook, New Jersey | WNRI | 6100, 9670, 11890, 15150, 15190, 21630 | 50 kw |
| National Broadcasting Co., Inc. Bound Brook, New Jersey | WNRX | 6100, 9670, 11890, 15150, 15190, 21630 | 50 kw |
| National Broadcasting Co., Inc. Dixon, California | KNBA | 6060, 15250, 21460 | 50 kw |
| National Broadcasting Co., Inc. Dixon, California | KNBI | 9650, 9750, 11770, 17800 | 50 kw |
| National Broadcasting Co., Inc. Dixon, California | KNBX | 11790, 15250 | 200 kw |
| Westinghouse Radio Stations, Inc. Hull, Mass. | WBOS | 15210, | 50 kw |
| World Wide Broadcasting Corp. Scituate, Mass. | WRUA | 6040, 9700, 11730, 15350, 17750, 21460 | 50 kw |
| World Wide Broadcasting Corp. Scituate, Mass. | *WRUL | 6040, 11730, 11790, 15130 15350, 17750, 21460 | 50 kw |
| World Wide Broadcasting Corp. Scituate, Mass. | WRUS | 6040, 9700, 11730 15350 11750, 21460 | 50 kw |
| World Wide Broadcasting Corp. Scituate, Mass. | *WRUW | 9700, 11730, 11790, 15130, 15350, 17750, 25600 | 20 kw |
| World Wide Broadcasting Corp. Scituate, Mass. | **WRUX | 9700, 11730, 11790, 15130 15350, 17750, 25600 | 7 kw |

* Used partially by World Wide for its own broadcasts.
** Used exclusively by World Wide for its own broadcasts.

# *Radio Programas de Mexico, S. A.*

*Head Office:* Bucareli 109

*General Offices:* Bucareli 109

*Phones:*

Head Office: 35-13-73—12-72-34

General Offices: 36-29-01—12-65-44—13-91-14

*P. O. Box 1324*

*Mexico City, Mexico*

—*PERSONNEL*—

President & General Manager.....Clemente Serna Martínez
Manager.....Adriàn R. Lajous
Assistant Manager—Commercial.....Antonio Eufracio Ontiveros
Assistant Manager—Accounting.....Horacio Niño Medina
Assistant to President.....Joaquin de la Garza
Advertising Department.....Homero Rios D.

## AFFILIATED STATIONS IN MEXICO

| *Call Letters* | *City* | *Call Letters* | *City* |
|---|---|---|---|
| XEBI | Aguascalientes, Ags. | XEMR | Monterrey, N. L. |
| XEA | Campeche, Camp. | XEI | Morelia, Mich. |
| XEFQ | Cananea, Son. | XELQ | Morelia, Mich. |
| XENC | Celaya Gto. | XETM | Naco, Son. |
| XEP | C. Juarez, Chih. | XEGL | Navajoa, Son. |
| XEOX | C. Obregon, Son. | XEHF | Nogales, Son. |
| XEBJ | C. Victoria, Tamps. | XEFE | Nuevo Laredo, Tamps. |
| XERL | Colima, Col. | XEAX | Oaxaca, Oax. |
| XEAG | Cordoba, Ver. | XETQ | Orizaba, Ver. |
| XEY | Cuernavaca, Mor. | XEPP | Orizaba, Ver. |
| XESA | Culiacan, Sin. | XEPK | Pachuca, Hgo. |
| XEBL | Culiacan, Sin. | XEAT | Parral, Chih. |
| XEFI | Chihuahua, Chih. | XEMU | Piedras Negras, Coah. |
| XEBU | Chihuahua, Chih. | XEHR | Puebla, Pue. |
| XEE | Durango, Dgo. | XECD | Puebla, Pue. |
| XEPF | Ensenada, B. C. | XEJX | Queretaro, Qro. |
| XEMA | Fresnillo, Zac. | XERT | Reynosa Tamps. |
| XEAV | Guadalajara, Jal. | XEBX | Sabinas, Coah. |

| Call Letters | City |
|---|---|
| XEHL | Guadalajara, Jal. |
| XEWZ | Guanajuato, Gto. |
| XEGS | Guasave, Sin. |
| XEDR | Guaymas, Son. |
| XEHQ | Hermosillo, Son. |
| XEBH | Hermosillo, Son. |
| XEKF | Iguaia, Gto. |
| XEBO | Irapuato, Gto. |
| XEWE | Irapuato, Gto. |
| XEKL | Jalapa, Ver. |
| XEJA | Jalapa, Ver |
| XELC | La Piedad, Mich. |
| XELG | Leon, Gto. |
| XEFM | Leon, Gto. |
| XER | Linares, N. L. |
| XECF | Los Mochis, Sin. |
| XEAM | Matamoros, Tamps. |
| XERJ | Mazatlan, Sin. |
| XETK | Mazatlan, Sin. |
| XEQW | Merida, Yuc. |
| XEFC | Merida, Luc. |
| XECL | Mexicali, B. C. |
| XEDW | Minatitlan, Ver. |
| XEMF | Monclova, Coah. |
| XEFB | Monterrey, N. L. |
| XEGC | Sahvayo, Mich. |
| XEDE | Saltillo, Coah. |
| XESJ | Saltillo, Coah. |
| XECZ | San Luis Potosi, S. L. P. |
| XEBM | San Luis Potosi, S. L. P. |
| XES | Tampico, Tamps. |
| XESB | Santa Barbara, Chih. |
| XETU | Tampico, Tamps. |
| XETS | Tapachula. Chias. |
| XEWJ | Tehuacan, Pue. |
| XERK | Tepic, Nay. |
| XEXT | Tepic, Nay. |
| XEC | Tijuana, B. C. |
| XECH | Toluca, Mex. |
| XEBP | Torreon, Coah. |
| XEDN | Torreon, Coah. |
| XETL | Tuxpan, Ver. |
| XEON | Tuxtla Gutierrez, Chis. |
| XEUF | Uruapan, Mich. |
| XEHV | Veracruz, Ver. |
| XEU | Veracruz, Ver. |
| XEDH | Villa Acuna, Coah. |
| XELK | Zacatecas, Zac. |

## AFFILIATED STATIONS IN CENTRAL AND SOUTH AMERICA

| Call Letters | City |
|---|---|
| YSR | San Salvador, El Sal. |
| HRN | Tegucigalpa, Hond. |
| YNOW | Managua, Nicaragua |
| TIGPH | San Jose, Costa Rica |
| HOC | Panama, Panama |
| HOK | Colon, Panama |
| YV5RA | Caracas, Venezuela |
| YV5RG | Caracas, Venezuela |
| YV1RF | Maracaibo, Venezuela |
| YV1RK | Maracaibo, Venezuela |
| HCQR | Quito, Ecuador |
| HC2AJ | Guayaquil, Ecuador |
| OAX4F | Lima, Peru |
| HJCH | Bogota, Colombia |
| HJCS | Bogota, Colombia |
| HJDA | Medellin, Colombia |
| HJDQ | Medellin, Colombia |
| HJAH | Barranquilla, Col. |
| HJAN | Barranquilla, Col. |
| HJEB | Cali, Colombia |
| HJER | Cali, Colombia |
| CX14 | Montevideo, Uruguay |
| HIN | Montevideo, Uruguay |
| CX18 | Trujillo, Rep. Dominicana |

# STATIONS OF MEXICO

| Call Letters | Frequency (Kcs.) | Power | Location | Owner or Operating Agency |
|---|---|---|---|---|
| XEA | 1370 | 1000 | Campeche, Cam. | Luis A. Maury |
| XEB | 1220 | 100000 | Mexico, D. F. | El Buen Tono, S. A. |
| XEC | 1310 | 250 | Tijuana, B. C. | Luis E. Enciso |
| XED | 1050 | 5000 | Mexicali, B. C. | Fernando Sanchez Mayans |
| XEE | 1280 | 250 | Durango, Dgo. | R. O. Stvenson |
| XEF | 1420 | 100 | Ciudad Juarez, Chih. | Jose Carlos Amaya |
| XEG | 1050 | 100000 | Monterrey, N. L. | La Voz de Norteamerica, S. A. |
| XEH | 1420 | 1000 | Monterrey, N. L. | Radio Tarnava, S. de R. L. |
| XEI | 1400 | 250 | Morelia, Mich. | Tiburcio Ponce |
| XEJ | 970 | 5000 | Ciudad Juarez, Chih. | Pedro Meneses, Jr. |
| XEK | 970 | 500 | Mexico, D. F. | Arturo Martinez |
| XEL | 1260 | 1000 | Mexico, D. F. | Fidel Hernandez Calderon |
| XEM | 1390 | 500 | Chihuahua, Chih. | Pedro Meneses, Jr. |
| XEN | 690 | 5000 | Mexico, D. F. | Guillermina P. del Conde |
| XEO | 970 | 750 | Matamoros, Tams. | Jose Maria Gonzalez |
| XEP | 1300 | 500 | Ciudad Juarez, Chih. | Esteban Parra |
| XEQ | 940 | 50000 | Mexico, D. F. | Radio Panamericana, S. A. |
| XER | 1260 | 250 | Linares, N. L. | Radio Linares, S. A. |
| XES | 1240 | 250 | Tampico, Tams. | Radiotelevisora de Tampico, S. A. |
| XET | 990 | 5000 | Monterrey, N. L. | El Pregonero del Norte, S. A. |
| XEU | 960 | 500 | Veracruz, Ver. | Fernando Pazos Sosa. |
| XEW | 900 | 250000 | Mexico, D. F. | Cadena Radiodifusora Mexicana S.A. |
| XEX | 730 | 250000 | Mexico, D. F. | La Voz de Mexico |
| XEY | 980 | 150 | Cuernavaca, Mor. | Juan Gutierrez Torno |
| XEZ | 600 | 2000 | Merida, Yuc. | Jorge L. Palomeque |
| XEAA | 1340 | 250 | Mexicali, B. C. | Consuelo Tonella de Eguia |
| XEAC | 690 | 5000 | Tijuana, B. C. | Jorge I. Rivera |
| XEAD | 1150 | 125 | Guadalajara, Jal. | Alejandro Diaz |
| XEAG | 1280 | 500 | Cordoba, Ver. | Sucrs. Diodoro Zuniga |
| XEAI | 1320 | 500 | Mexico, D. F. | Carmen Gutierrez |
| XEAM | 1400 | 250 | Matamoros, Tams. | Manuel L. Salinas |
| XEAO | 910 | 250 | Mexicali, B. C. | Juan C. Chavez |
| XEAP | 1290 | 100 | Ciudad Obregon, Son. | Emilio Manzanilla |
| XEAQ | 1490 | 250 | Agua Priesta, Son. | Manuel Rodriguez V. |
| XEAR | 1450 | 250 | Monterrey, N. L. | Radio Tiempo, S. de R. L. |
| XEAT | 1250 | 250 | Hidalgo del Parral, Chih. | Sucrs. Jorge Perez |
| XEAU | 1470 | 5000 | Tijuana, B. C. | Manuel Acuna Varela |
| XEAV | 580 | 1000 | Guadalajara, Jal. | Alfredo Vazquez |
| XEAW | 1280 | 500 | Monterrey, N. Y. | Jesus D. Gonzalez |
| XEAX | 1270 | 500 | Oxacaca, Oax. | Alvaro Rodriguez |
| XEBA | 840 | 250-D | Guadalajara, Jal. | Jesus D. Gonzalez Garcia |
| XEBG | 1500 | 1000 | Tijuana, B. C. | Roberto Salazar |
| XEBH | 920 | 1000 | Hermosillo, Son. | Carlos Balderrama |
| XEBI | 1360 | 250 | Aguascalientes, Ags. | Pedro C. Rivas |
| XEBJ | 1450 | 250 | Ciudad Victoria, Tams. | Fernando Elizalde |
| XEBK | 1340 | 100 | Nuevo Laredo, Tams. | J. Manuel Cortes |
| XEBL | 1260 | 500 | Culiacan, Sin. | Max Gomez Blanco |
| XEBM | 920 | 1000 | San Luis Potosi, S. L. P. | Benjamin Briones |
| XEBO | 1330 | 500 | Irapuato, Gto. | Alfonso Martinez |
| XEBP | 1260 | 250-N | Torreon, Coah. | La Voz de la Laguna, S. |

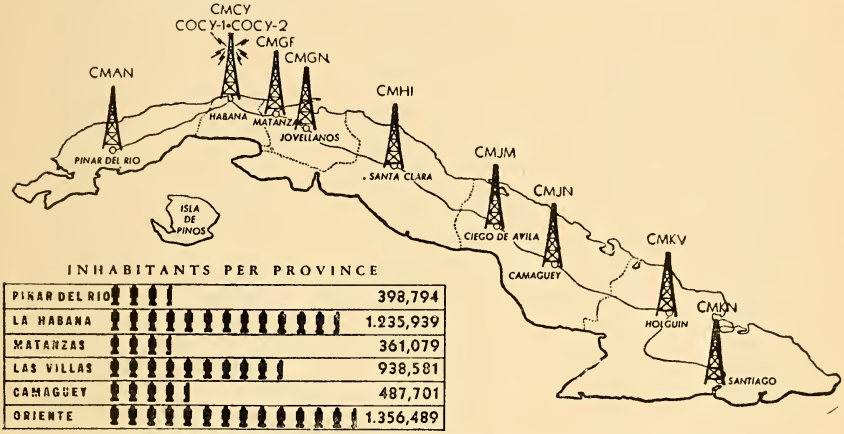
| Call Letters | Frequency (Kcs.) | Power | Location | Owner or Operating Agency |
|---|---|---|---|---|
| XEBS | 1410 | 250-N | Mexico, D. F. | Hispano Mexicano, S. A. |
| XEBU | 1240 | 250 | Chihuahua, Chih. | Enriqueta G. de Uranga |
| XEBW | 1280 | 250 | Chihuahua, Chih. | Radioemisora del Norte S. de R. L. |
| XEBX | 610 | 500 | Sabinas, Coah. | Radiodifusoras Coah., S. A. |
| XEBZ | 660 | 500 | Mexico, D. F. | Vocero Mexicano, S. A. |
| XECD | 1170 | 350 | Puebla, Pue. | Roberto Canedo |
| XECF | 1410 | 500-N | Los Mochis, Sin. | Francisco Perez H. |
| XECH | 1490 | 250 | Tuluca, Mex. | Rodolfo Llamas |
| XECL | 990 | 5000 | Mexicali, B. C. | Alfonso A. Lacarra |
| XECQ | 1450 | 250 | Culiacan, Sin. | Radio Culiacan, S. de R. L. |
| XECZ | 1430 | 1000 | San Luis Potosi, S. L. P. | Zeferino Z. Jimenez |
| XEDA | 1290 | 1000 | Mexico, D. F. | Publicidad Comercial de Mexico,S.A. |
| XEDE | 1400 | 150 | Saltillo, Coah. | Blas Narro Dunne |
| XEDF | 790 | 1000 | Nuevo Laredo, Tams. | Ruperto Villarreal |
| XEDH | 1340 | 250 | Villa Acuna, Coah. | Vincente Hernandez |
| XEDJ | 1450 | 100 | Magdalena, Son. | Jesus L. Rochin |
| XEDK | 1250 | 500 | Guadalajara, Jal. | Salvador Vazquez Tello |
| XEDL | 1250 | 500 | Hermosillo, Son. | Eufemia Esque de Vidal |
| XEDN | 600 | 1000 | Torreon, Coah. | Difusora del Norte, S. A. |
| XEDR | 1490 | 500 | Guaymas, Son. | Modesto Ortega |
| XEDS | 1420 | 500 | Mazatlan, Sin. | Alejandro A. Schober |
| XEDU | 1400 | 150 | Durango, Dgr. | Carlos C. Armas |
| XEDW | 1260 | 250 | Minatitlan, Ver. | Sucrs. Hector Silva Canto |
| XEFA | 1340 | 250 | Jalapa, Ver. | Adolfo Alvarez |
| XEFB | 630 | 500-N | Monterrey, N. L. | Emisoras Incorporadas de Monterrey |
| XEFC | 1330 | 500 | Merida, Yuc. | Rafael Rivas Franco |
| XEFE | 960 | 1000 | Nuevo Laredo, Tams. | Rafael T. Carranza |
| XEFI | 1440 | 1000 | Chihuahua, Chih. | Pregonero del Edo. de Chihuahua |
| XEFM | 1270 | 100 | Leon Gto. | Sucrs. R. Ortiz Gonzalez |
| XEFO | 1110 | 5000 | Mexico, D. F. | Cadena Radio Nacional |
| XEFQ | 980 | 500 | Cananea, Son. | Pedro L. Diaz |
| XEFV | 1240 | 250 | Ciudad Juarez, Chih. | Dario Cordoba |
| XEFW | 810 | 5000 | Tampico, Tams. | Flores y Martinez |
| XEGL | 1270 | 500 | Navojoa, Son. | Fausto M. Gomez |
| XEGM | 950 | 1000-N | Tijuana, B. C. | Gustavo Faist Farnandez |
| XEGW | 250 | 250 | Acambaro, Gto. | Jose Martinez Ramirez |
| XEGT | 1490 | 250 | Zamora Mich. | Radio Zamora S. de R. L. |
| XEHF | 1370 | 1000 | Nogales, Son. | Gaston Mascarenas |
| XEHK | 960 | 250 | Guadalajara, Jal. | Francisco E. Fregoso |
| XEHL | 1010 | 500 | Guadalajara, Jal. | Radiodifusoras de Occidente, S. A. |
| XEHQ | 590 | 500 | Hermosille Son. | Radio Hermosillo, S. de R. L. |
| XEHR | 1090 | 250 | Puebla, Pue. | Manuel R. Canale |
| XEHV | 1310 | 1000 | Veracruz, Ver. | Juan A. Palavicini |
| XEJA | 1400 | 100 | Jalapa, Ver. | Adolfo Alvarez |
| XEJC | 1420 | 150 | Cuernavaca, Mor. | Eduardo Jimenez de la Cuesta |
| XEJE | 1310 | 250 | Guadalajara, Jal. | Guillermo Johnston |
| XEJP | 1150 | 600-N | Mexico, D. F. | Delia Cubillas de Fernandez |
| XEJW | 1270 | 100 | Jalapa, Ver. | Marino Caraza |
| XEJX | 1450 | 250 | Queretaro, Qro. | Radio Emisora Queretana S. de R. L. |
| XEKJ | 1400 | 250 | Acapulco, Gro. | Ramon Ortega Escobedo |
| XEKL | 500 | 250 | Jalapa, Ver. | Carlos Ferraez Matos |
| XEKS | 1300 | 100 | Saltillo, Coah. | Efrain Lopez |
| XELA | 830 | 1000 | Mexico, D. F. | Radio Metropolitana, S. A. |
| XELC | 1600 | 1000 | La Piedad, Mich. | Heriberto Guizar Castro |
| XELG | 680 | 5000 | Leon, Get. | Radio Impulsora del Cantro, S. A. |
| XELK | 1280 | 250 | Zacatecas, Zac. | Macias y Acevedo |
| XELL | 1430 | 250 | Veracruz, Ver. | Dolores G. Estrada de Ferreiro |
| XELO | 800 | 100000 | Ciudad Juarez, Chih. | Cia. Radiodifusora de P. Negras |
| XELQ | 570 | 250 | Morelia, Mich. | Francisco Laris Iturbide |
| XELT | 920 | 250 | Guadalajara, Jal. | Jose Tostado Lomeli |
| XELW | 1340 | 250 | Guadalajara, Jal. | Salvador Galindo de la Terre |
| XELZ | 1440 | 1000 | Mexico, D. F. | Maria Cardena de Zetina |

| Call Letters | Frequency (Kcs.) | Power | Location | Owner or Operating Agency |
|---|---|---|---|---|
| XEMA | 1340 | 100 | Fresnille, Zac. | Jose Miguel Acevedo Meya |
| XEMC | 1590 | 5000 | Mexico, D. F. | Dolores G. Estrada de Ferreiro |
| XEMH | 1400 | 250 | Merida, Yuc. | Alvaro Barquet Y, |
| XEMJ | 290 | 250-N | Piedras Negras, Coah. | Jesus F. Elizondo |
| XEML | 1500 | 1000 | Mexico, D. F. | Roberto Valezzi Esparaza |
| XEMO | 860 | 5000 | Tijuana, B. C. | Fernando Federico Ferreira |
| XEMQ | 1240 | 250 | Merida, Yuc. | Lazaro Achurra Suarez |
| XEMR | 1370 | 500 | Monterrey, N. L. | Enrique Serna Martinez |
| XEMU | 580 | 250-N | Piedras Negras, Coah. | Alfonso L. Bres |
| XEMX | 1380 | 500 | Mexico, D. F. | Publicada Comercial de Mexico S. A. |
| XENC | 1540 | 250 | Celaya, Gto. | El Heraldo deld Bajio |
| XENK | 620 | 5000 | Mexico, D. F. | Gral. Brig. Fernando Proal Pardo |
| XEON | 770 | 1000 | Tuxtla Gutierrez, Chis. | Enrique Valero Arambula |
| XEOX | 1340 | 250 | Ciudad Obregon, Son | Felipe G. de Leon |
| XEOY | 1000 | 10000 | Mexico, D. F. | Fomento de Radio, S. A. |
| XEPF | 1400 | 200 | Ensenada, B. C. | Luis Enrique Enciso |
| XEPH | 590 | 5000 | Mexico, D. F. | Pedro Riestra Biaz |
| XEPK | 1180 | 1000 | Pachuca, Hgo. | Radio Publicida Pachuca, Mgd. |
| XEPP | 1450 | 250 | Orizaba, Ver. | Radio Impulsora de Orizaba |
| XEQK | 1350 | 1000 | Mexico, D. F. | Guillermo Morales B. |
| XEQR | 1030 | 1000 | Mexico, D. F. | Cadena Radio Continental, S. A. |
| XEQW | 1270 | 1000 | Merida, Yuc. | Radio Mexicana de Merida, S. A. |
| XERA | 1490 | 250 | Chihuahua, Chih. | Red. Nat. Radioemisora |
| XERB | 1090 | 50000 | Tijuana, B. C. | Interamericana de Radio, S. A. |
| XERC | 790 | 1000 | Mexico, D. F. | Radio Popular de Mexico, D. F. |
| XERF | 1570 | 50000 | Villa Acuna, Coah | Cia. Radiodifusora de Coahuila, S.A. |
| XERH | 1500 | 200-N | Mexico, D. F. | "ARSE", S. A. |
| XERJ | 1320 | 500 | Mazatlan, Sin. | Oscar Perez E. |
| XERK | 1450 | 100 | Tepic, Nay. | Dario Mondragon |
| XERO | 1490 | 250 | Aguascalientes, Ags. | Radio Hidrotermopolitana S. de R.L. |
| XERL | 1280 | 250 | Colima, Col. | J. Roberto Levy |
| XERT | 590 | 250 | Reynosa, Tams | Ignacio Magallon |
| XERW | 1390 | 250 | Leon, Gto. | Rafael C. Navarro |
| XERZ | 1240 | 250 | Leon, Gto. | Rafael C. Navarro |
| XESA | 1360 | 500 | Culiacan, Sin. | Pablos y Elizalde S. de R. L. |
| XESB | 1400 | 100 | Santa Barbara, Chih. | Domingo Salayandia Najera |
| XESF | 1300 | 250 | Morelia, Mich. | Jose Martinez Ramierez |
| XESJ | 1250 | 500 | Saltillo, Coah. | Froylan Mier Narro |
| XESL | 1340 | 100 | San Luis Potosi, S. L. P. | Josefina Delgado |
| XESM | 1470 | 1000-N | Mexico, D. F. | Salvador San Martin |
| XETB | 1350 | 500 | Torreon, Coah. | Leonor B. Vda. de Zaragoza |
| XETF | 1250 | 500 | Veracruz, Ver. | Sucrs. Jose Rodriguez Lopez |
| XETK | 1490 | 250 | Mazatlan, Sin. | Radio Emisora Occidental S. de R.L. |
| XETL | 1390 | 250 | Tuxpan, Ver. | Calixto Almazan |
| XETM | 1350 | 1000 | Naco, Son. | Jesus Manuel Franco |
| XEAO | 1400 | 250 | Tampico, Tams. | Radio Tiempo S. de R. L. C. C. |
| XETQ | 1370 | 250 | Orizaba, Ver. | Sucrs. Francisco Campos H. |
| XETR | 1490 | 125 | Ciudad Valles, S. L. P. | Tomas Oliva Banuelos |
| XETS | 630 | 100 | Tapachula, Chis. | Waldelay Dominguez Correa |
| XETU | 460 | 1000 | Tampico, Tams. | Impulsora Moderna del Radio, S. A. |
| XETZ | 1190 | 500 | Teziutlan, Pue. | Ricardo Vazquez |
| XEUF | 550 | 300 | Uruapan, Mich. | Ignacio Navarro |
| XEVV | 970 | 500 | Villahermosa, Tab | Sucrs. Ernesto Trujille Gurria |
| XEWE | 1420 | 100 | Irapuato, Gto. | Felipe Gallardo |
| XEWG | (1490 | 250 | Ciudad Juarez, Chih. | Carlos Mendez |
| XEWJ | 1420 | 100 | Tehuacan, Pue. | Mariano Caraza D. |
| XEXT | 980 | 1000 | Tepic, Nay. | Gobierno del Estado de Nayarit |
| XEXX | 1420 | 2000 | Tijuana, B. C. | Jose J. Clark, Fernando Federico |

*WITH ELEVEN TRANSMITTERS IN NINE KEY CITIES*

# RHC *Blue* NETWORK

***PROVIDES COMPLETE AND COMPREHENSIVE COVERAGE IN CUBA***




INHABITANTS PER PROVINCE

| | |
|---|---|
| PINAR DEL RIO | 398,794 |
| LA HABANA | 1.235,939 |
| MATANZAS | 361,079 |
| LAS VILLAS | 938,581 |
| CAMAGUEY | 487,701 |
| ORIENTE | 1.356,489 |

**IT IS ESTIMATED THAT THERE ARE 500,000 RADIOS IN CUBA**

## LOOK AT THESE FACTS:

1. RHC-BLUE NETWORK has the biggest audience of both day and night programs in Cuba, according to listener surveys of the Advertisers' Association of Cuba.
2. RHC-BLUE NETWORK owns NINE long wave and TWO short wave stations, connected by telephone wire, covering the 800 miles from Pinar del Rio to Santiago, assuring primary coverage of the entire island.
3. RHC-BLUE NETWORK'S ELEVEN stations broadcast simultaneously from 6:30 A.M. to 1 A.M., a total of 18½ broadcasting hours daily.
4. RHC-BLUE NETWORK is the only network in Cuba with complete Associated Press and International News Service news during all broadcasting hours.
5. RHC-BLUE NETWORK'S staff includes the best talent in Cuba, and its Production and Publicity Departments are at the disposal of advertisers.

**OFFICES AND STUDIOS—PRADO, 53, HABANA, CUBA**

***Exclusive U. S. Representatives***

**CLARK-WANDLESS COMPANY**

**205 East 42nd Street New York 17, N. Y.**

**ORegon 9-1575**

# STATIONS OF CUBA

| Location | Call Letters | Frequency (Kcs.) | Power (Kw) |
|---|---|---|---|
| Arroyo Apolo | CMBL | 860 | 5-D |
| Artemisa | CMAR | 1170 | .25 |
| Bayamo | CMKX | 1390 | .25 |
| Caibarien | CMHD | 1560 | 0.25 |
| Cabaiguan | CMHP | 1250 | 0.25 |
| Camaguey | CMJN | 960 | 1. |
| Camaguey | CMJL | 920 | 5.0 |
| Camaguey | CMJK | 1150 | 0.5 |
| Camaguey | CMJA | 1060 | 0.25 |
| Camaguey | CMJE | 1230 | 0.25 |
| Camaguey | CMJF | 1340 | 0.25 |
| Camaguey | CMJW | 1440 | 0.25 |
| Camaguey | CMJC | 1270 | 1.0 |
| Camajuani | CM | 1040 | 0.25-D |
| Cardenas | CMGE | 1470 | 0.25 |
| Cienfuegos | CMHM | 1450 | 0.25 |
| Cienfuegos | CMHJ | 1350 | 0.25 |
| Ciego de Avila | CMJK | 1370 | 0.25 |
| Ciego de Avila | CMJM | 1300 | 0.5 |
| Ciego de Avila | CMJO | 1470 | 0.25 |
| Colombia | CMZ | 690 | 5. |
| Cruces, L. V. | CMHK | 1380 | 0.25 |
| Encrucijada | CM | 1090 | 0.1-N |
| Florida | CMJI | 1400 | 0.25 |
| Guanabacoa | CMBH | 1560 | 5.0 |
| Guanabacoa | CMOF | 910 | 5.0 |
| Guanabacoa | CMX | 1010 | 10.-D |
| Guantanamo, Orte | CMKS | 900 | 0.25 |
| Guantanamo | CMKH | 1130 | 0.25 |
| Havana | CMCB | 1320 | 0.25 |
| Havana | CMCQ | 1460 | .25 |
| Havana | CMBX | 1390 | 0.25 |
| Havana | CMCX-CMCH | 1360 | .25 |
| Havana | CMCO | 1230 | .25 |
| Havana | CMBD | 1460 | 0.25 |
| Havana | CMCU | 1190 | .25 |
| Havana | CMCW | 1290 | 0.25 |
| Havana | CMBY | 1120 | .25 |
| Havana | CMK | 1420 | .25 |
| Havana | CMCY | 590 | 15. |
| Havana | CMW | 550 | 2.5 |
| Holguin | CMKV | 600 | 1. |
| Holguin | CMKF | 1050 | 0.25 |
| Holguin | CMKJ | 730 | 5. |

| Location | Call Letters | Frequency (Kcs.) | Power (Kw) |
|---|---|---|---|
| Holguin | CMKO | 1220 | .25 |
| Holguin | CMKD | 970 | 1. |
| Jovellanos | CMGN | 960 | 0.5 |
| Luyano | CMCH | 790 | 2. |
| Luyano | CMCM | 1060 | 0.25 |
| Matanzas | CMGW | 1440 | 0.5 |
| Matanzas | CMGF | 1240 | 0.25 |
| Manzanillo | CMKM | 560 | 0.25 |
| Nuevitas | CMJQ | 1580 | .25 |
| Palma Soriano, Orte | CMKZ | 1430 | .25 |
| Pinar del Rio | CMAB | 1450 | .25 |
| Pinar del Rio | CMAQ | 920 | 1.0 |
| Pinar del Rio | CMAN | 1300 | 1.0 |
| Pinar del Rio | CMAW | 810 | 0.25 |
| Puentes Grandes | CMCK | 980 | 5. |
| Puentes Grandes | CMBF | 950 | 1.-N |
| Puerto Padre | CMKY | 1350 | 0.1 |
| Rancho Boyeros | CMBZ | 830 | 1.-D |
| Rancho Boyeros | CMCY | 590 | 15-D 25-D |
| Rancho Boyeros | CMBQ | 1150 | 1.-N |
| Rancho Boyeros | CMBC | 740 | 5.0 |
| Regla | CMCD | 1260 | 5.0 |
| Regla | CMW | 550 | 2.5 |
| Reparto Aldecoa | CMQ | 640 | 25.0 |
| Sagua La Grande | CMHA | 1280 | .25 |
| San Cristobal | CMAC | 1030 | 0.25 |
| Sancti Spiritus | CMHB | 1410 | .25 |
| Sancti Spiritus | CMKT-CMHT | 990 | 0.25 |
| Santa Clara | CMHI | 570 | 10.-D |
| | COHI | 1450 | 5.0 |
| Santa Clara | CMHQ | 630 | 10.0 |
| Santa Clara | CMHW | 800 | 1. |
| | CMHN | 960 | 1. |
| Santa Clara | CMHO | 1310 | 1. |
| Santa Clara | CMHO | 1310 | 1. |
| Santa Clara | CMHX | 1480 | .25 |
| Santa Clara | CM | 680 | 0.5 |
| Santiago de Cuba | CMKN | 930 | 1. |
| Santiago de Cuba | CMKU | 850 | 1.0 |
| Santiago de Cuba | CMKW | 1000 | 1.0 |
| Santiago de Cuba | CMKL | 800 | 0.25 |
| Santiago de Cuba | CMKR | 1090 | .25 |
| Santiago de Cuba | CMKC | 1290 | 1.0 |
| Santiago de Cuba | CMKW | 1000 | 1.0 |
| San Luis, Oriente | CMKQ | 1460 | 0.5 |
| Vedado | CMOX | 1490 | .25 |
| Vedado | CMBS | 1090 | 0.25 |
| Vedado | CMBG | 1390 | 0.25 |
| Victoria de las Tunas | CMKG | 1490 | .25 |

# STATIONS OF THE PHILIPPINE REPUBLIC

## DYBU

### CEBU CITY—1947—PHILIPPINE

Frequency: 1250 Kc.....Power: 1000 Watts
Owned-Oper. By.....Philippine Bcstg. Corp.
Bus.-Studio-Transmitter Address .....Gotiaoco Bldg., Comercio St.
Phone Number .....210
Air Time .....Unlimited
News Service.....AP, Reuters
Transcription Service .....Standard
General Manager.....Bill N. Conine
Station Manager.....Eduardo N. Fructuoso
Production Director.....George Ma. Cui
Chief Announcer.....Guillermo Martinez
Musical Director.....Manuel Villareal
Chief Engineer.....Jose Rustia

## DZRC

### CEBU CITY—1940

### NBC-MANILA-CEBU

Frequency: 600 Kc.....Power: 1000 Watts
Owned-Operated By.....Cebu Bcstg. Co., Inc.
Business-Studio Address.....Colon St.
Transmitter Location.....Basak, Cebu
Air Time .....Unlimited
News Service .....UP
Transcription Service .....Thesaurus
Representative .....Spot Sales
President.....B. H. Silen
V.P., General Mgr.....Wesley H. Wallace
Station Manager.....Paul L. Smith
Asst. Mgr., Prog. Dir.....Simoun O. Almario
Chief Engineer.....Benjamino Pescante

## DZMB

### MANILA—1947—MANILA-CEBU

Frequency: 760 Kc.....Power: 1000 Watts
Owned-Operated By.....Manila Bcstg. Co.
Bus.-Studio Address.....Insular Life Bldg.
Phone Number.....4-69-48, 4-69-49, 4-69-40
Transmitter Location..Manila Hts., Quezon City
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service.....Thesaurus, World, Lang-Worth, Capitol
Representative .....Spot Sales
President.....B. H. Silen
Exec. V.P., Comm. Mgr.....William J. Dunn
General Manager.....Wesley H. Wallace
Station Manager.....Raymond E. Spencer
Prod. Dir., Chief Announcer.....Alex Lacson
Publicity Director.....Mary Hammond
Musical Director.....Dora Anderson
Chief Engineer.....James Laschiver

## DZAB

### MANILA—1946—PHILIPPINE

Frequency: 1000 Kc.....Power: 1000 Watts
Owned-Operated By...Philippine Bcstg. Corp.
Bus.-Studio Address.....Ramon Roces Bldg., Soler & Calero Sts.
Phone Number.. .....2-9876-7-8-9
Transmitter Location...Polo, Bulacan Province
Air Time.....5 a.m.-1:05 a.m.
News Service.....AP, INS, Reuters
Transcription Service.....World, Standard, MacGregor, Associated
Representative .....Headley-Reed
Temp. Chmn. Bd. of Dir.....Antonio Prieto
General Manager.....Bill N. Conine
Sta.-Comm.-Sales Prom. Mgr., Program Director .....Robert Stewart
Prod. Dir., Chief Announcer....Sandy Trinidad
Publicity Director.....Monching Medina
Musical Director.....S. Hernandez
Chief Engineer.....Fred DaSilva

# DZPI

MANILA—1946

CBS-ABC-MBS-PHIL.

Frequency: 800 Kc.....Power: 10,000 Watts
Owned-Operated By....Philippine Bcstg. Corp.
Bus.-Studio Address.....Ramon Roces Bldg., Soler & Calero Sts.
Phone Number .....2-9876-7-8-9
Transmitter Location...Polo, Bulacan Province
Air Time.....5:30 a.m.-12:05 a.m.
News Service.....AP, INS, Reuters
Transcription Service.....Standard, World, MacGregor, Associated
Representative .....Headley-Reed
Temp. Chmn. Bd. of Dir.....Antonio Prieto
General-Station Mgr.....Bill N. Conine
Commercial Manager.....Noel Araneta
Sales Prom. Manager.....Ramon Tagle
Program Director.....Ariston Avelino
Production Director.....Richard Marlin
Publicity Director.....Monching Medina
Chief Announcer.....Ben Ildefonso
Musical Director.....Arthur Correll
Chief Engineer.....Fred DaSilva
Farm Editor.....Narcisso Alegre

# DZRH

MANILA—1939—NBC-MANILA-CEBU

Frequency: 650 Kc.....Power: 10,000 Watts
Owned-Operated By.....Manila Bcstg. Co.
Bus.-Studio Address.....Insular Life Bldg.
Phone Number.....4-69-48, 4-69-49, 4-69-40
Transmitter Location..Manila Hts., Quezon City
Air Time.....5 a.m.-M.
News Service .....UP
Transcription Service.....Thesaurus, World, Lang-Worth, Capitol
Representative .....Spot Sales
President.....B. H. Silen
Exec. V.P., Comm.-Sales Prom. Manager.....William J. Dunn
General-Station Mgr.....Wesley H. Wallace
Production Director.....Hal Bowie
Publicity Director.....Mary Hammond
Chief Announcer.....Ray Oliver
Chief Engineer.....James Laschiver


PHILIPPINE MARKET?

Get Complete Economical Coverage with

**RADIO PHILIPPINES**

The Philippine Broadcasting Corporation's Island Network

Tagalog Provinces—DZAB—1,000 watts, National English
DZPI—10,000 watts

Visayan Provinces——DYBU—1,000 watts

All broadcasting simultaneously Long and Shortwave

Address: PHILIPPINE BROADCASTING CORP.
RAMON ROCES BLDG.
MANILA, P. I.

Cable Address: Philibro
Manila

# TRANSMITTER OF EFFECTIVE AND ECONOMICAL ADVERTISING...

No one, so far as we know, has ever placed a copy of The ADVERTISER, or Radio-Television ADVERTISER, or MARKETS of AMERICA in a radio transmitter.

But they might very well . . . for The ADVERTISER Publishing Company has been a transmitter of effective advertising for 20 years.

The Radio-Television ADVERTISER (monthly), and MARKETS of AMERICA (annual) are the preferred publications for effectiveness and economical expenditure when presenting your sales message and market story to advertising agencies and their clients who buy time.

Be budget-wise this year and write for additional information about The Radio-Television ADVERTISER, The ADVERTISER, and MARKETS of AMERICA combination rates, with the assurance of 100% circulation coverage among the top time buyers, plus thousands of additional executive readers who control or direct time buying.

You'll definitely find it will pay to place a schedule in our publications!

— *write* —

**The ADVERTISER Publishing Company**

11 West 42nd Street New York 18, N. Y.

Phone: LOngacre 5-2125

# ORGANIZATIONS

## Radio & Television

*Addresses*

•

*Personnel*

•

*Associations*

•

*Unions*

•

*Guilds*

# ORGANIZATIONS

## PERSONNEL — ADDRESSES — UNIONS ASSOCIATIONS — RADIO-TV GROUPS

### Academy of Television Arts and Sciences

6525 Sunset Blvd., Hollywood 28, Calif.
HEmpstead 8942

OFFICERS

President.....Chas. B. Brown
1st Vice-Pres.....Harry R. Lubcke
2nd Vice-Pres.....Don McNamara
Treasurer.....Russell L. Furse
Corres. Secy.....Irwin W. Stanton
Secretary .....Jack Strauss
Secy. to Treas.....Lenore Kingston
Recording Secy.....Syd Cassyd

DIRECTORS

Edgar Bergen, Rudy Vallee, Hal Bock.

FUNCTIONS

To hold forums for exchange of ideas on matters concerning the advancement of television. To provide a meeting place where educators and leaders in public life can discuss the types of information the public should get; art forms which will come into existence through television, and other matters. To hold and sponsor special meetings for the dissemination of information pertaining to television. To encourage research and accomplishment by presentation of awards. To cooperate with organizations having similar aims.

### Actors Equity Association

45 W. 47th St., New York 19, N. Y.
PLaza 7-7660

OFFICERS

President .....Clarence Derwent
1st Vice President.....Augustin Duncan
2nd Vice President.....Cornelia Otis Skinner
3rd Vice President.....Basil Rathbone
4th Vice President.....William Harrigan
Treasurer .....Paul Dullzell
Actg. Exec. Sec.....Angus Duncan
Recording Secretary.....Bobby Clark
Acting Exec. Sec.....Willard Swire
Admin. Asst. Sec.....Alfred Elting
Counsel .....Paul N. Turner
Associate Counsel.....Rebecca Brownstein
Auditor .....Charles Mesuroc

COUNCIL

John Alexander, Vero Allen, Edith Atwater, Ralph Bellamy, Sidney Blackmer, Philip Bourneuf, Matt Briggs, Anne Burr, Louis Calhern, Leo G. Carroll, Ilka Chase, Mady Christians, Alexander Clark, Clay Clement, Warren Coleman, Patricia Collinge, Frank Fay, Jose Ferrer, Majorie Gateson, Morgalo Gillmore, Kathryn Givney, Ruth Hammond, Alan Hewitt, Sam Jaffe, E. John Kennedy, Bert Lahr, Philip Loeb, Aline MacMahon, Raymond Massey, Myron McCormick, Edith O'Brien-Moore, Eddie Nugent, Elliott Nugent, Philip Ober, Robert Perry, Barbara Robbins, Bill Ross, Jane Seymour, Jack Sheehan, Loring Smith, Harvey Stephens, Richard Taber, Ann Thomas, Edna Thomas, Frank M. Thomas, Sr., Frederic Tozere, Margaret Webster, Frank Wilson.

BRANCH OFFICES

San Francisco: Theodore Hale, 216 Pine St., San Francisco 4.

Hollywood: I. B. Kornblum, 6331 Hollywood Blvd.,

Chicago: Frank R. Dare, 720 Bittersweet Place, Chicago 13.

Chorus Equity: 701 Seventh Avenue, New York 19, N. Y.

### Advertising Association of the West

Charles W. Collier, Exec. V. P.
277 Monadnock Building, San Francisco 5, Calif.
GArfield 1-6868

OFFICERS & BOARD OF DIRECTORS

President: Gilbert L. Stanton, Director of Advertising & Publicity, Idaho Power Company, Boise, Idaho.

Senior Vice President: Herbert H. Kirschner, Pres., Kirschner & Company, 354 Pine St., San Francisco.

Secretary-Treasurer: Grover Kinney, Advertisers Distributing Service, 1950 Curtis St., Denver, Colo.

Vice President at Large: Mrs. Grace Phipps, Super Cold Northwest Corporation, 2246 S. W. Mitchell St., Portland, Oregon.

Vice President District No. 1: Les Jenkins, Classified Advertising Manager, The Seattle Times, Seattle, Wash.

Vice President District No. 2: Amos Jenkins, The Deseret News, Salt Lake City, Utah.

Vice President District No. 3: Arthur House, House & Leland, Advertising, 213 Municipal Terminal Bldg., Portland, Oregon.

Vice President District No. 4: Robert Franklin, Robt. Franklin & Associates, 2501 Tulare St., Fresno, Calif.

Vice President District No. 5: John R. Christie, Buchanan & Company, Inc., 1521 Wilshire Boulevard, Los Angeles, Calif.

Vice President District No. 6: Harold J. Merilees, B. C. Electric Railway Co., Ltd., 425 Carroll Street, Vancouver, British Columbia.

Vice President District No. 7: Bil Pursley, Bil Pursley Enterprises, 27 East Hoover St., Phoenix, Arizona.

Past President: Russell Z. Eller, California Fruit Growers Exchange, 707 West 5th St., Los Angeles.

Chairman Finance Committee: Howard Willoughby Lane Publishing Company, 576 Sacramento St., San Francisco, Calif.

Chairman Advertising Commission: Don Belding, Foote, Cone & Belding, 601 West 5th St., Los Angeles.

Chairman, Senior Advisory Committee, Junior Division: Mrs. Claire Drew Forbes, Forbes Advertising Agency, 3 West Victoria St., Santa Barbara, Calif.

Chairman Junior Executive Committee: Ray Cormier, Hunter Advertising Agency, 448 So. Hill St., Los Angeles, Calif.

Headquarters Staff: Charles W. Collier, Executive Vice President; Mrs. Lela M. Huey, Executive Secretary; Mrs. Frances Dethlefsen, Secretary.

FUNCTIONS

The AAW is the sole organization in the West working full time in the interests of all advertising. It represents users of advertising, media owners and operators, and the practicing specialists in advertising.

### The Advertising Council

11 West 42nd St., New York 18, N. Y.
BRyant 9-3641

OFFICERS

Chairman.....Charles G. Mortimer, Jr.
Vice-Chairmen .....Stuart Peabody, Kerwin H. Fulton, William Reydel
Secretary.....Paul B. West
Treasurer.....Frederic R. Gamble
President.....Theodore S. Repplier
Vice-Presidents....Allan M. Wilson, George P. Ludlam
Radio Director.....Gordon C. Kinney

BRANCH OFFICES

1200 18th St., N. W., Washington, D. C. T. S. Repplier, President.

203 North Wabash Ave., Chicago, Ill.

L. S. Schwartz, Chicago Representative.

Taft Building, Hollywood, Calif. R. C. Coleson, Hollywood Representative.

FUNCTIONS

A non-profit organization, representing all phases of advertising, dedicated to the uses of advertising in the public service.

## Advertising Federation of America

300 West 42nd St., New York 18, N. Y.
BRyant 9-0430

OFFICERS

President and General Manager.....Elon G. Borton
Chairman of Board.....George S. McMillan
(Vice-Pres., Bristol-Myers, N. Y.)
Secretary.....Miss Mary McClung
(Gen. Manager, N. Y. Post Home News)
Treasurer.....Graham Patterson
(Publisher, Farm Journal and Pathfinder, Phila.)

FUNCTIONS

An organization of advertising clubs, national advertising groups and companies interested in advertising to:

To help make advertising increasingly more effective.
To raise continually higher standards of advertising practice.
To promote better public understanding of advertising.
To promote cooperative effort in advertising.
To encourage improvement in advertising education.

## Advertising Research Foundation, Inc.

11 West 42nd St., New York 18, N. Y.
LOngacre 3-5100

OFFICERS

Chairman.....Otis A. Kenyon
Vice-Chairman.....Hamilton M. Warren
Treasurer.....Frederic R. Gamble
Secretary.....Paul B. West
Managing Director.....A. W. Lehman
Technical Director.....D. B. Lucas

FUNCTIONS AND ACTIVITIES

Measurement of reading habits, qualitative analysis of media, general studies of advertising for equal interest to advertisers, agencies and media.

## American Assn. of Adv. Agencies (AAAA)

420 Lexington Ave., New York 17, N. Y.
LExington 2-7980

OFFICERS

Chairman of the Board.....Thomas D'A. Brophy
Vice-Chairman.....Clarence B. Goshorn
Secty-Treas.....Henry M. Stevens
Pres.....Frederic R. Gamble
Vice-Pres.....Richard L. Scheidker
Vice-Pres.....Richard Turnbull

FUNCTIONS

Activities of the A.A.A.A. may be grouped under three main objectives: (1) To protect, strengthen and improve the advertising agency business; (2) To advance the cause of advertising as a whole; (3) To give service to its members. In carrying out these aims, the A.A.A.A. also participates in many joint enterprises—The Advertising Council, Inc., the Committee on Consumer Relations in Advertising, Inc., Broadcast Measurement Bureau, Advertising Research Foundation, Traffic Audit Bureau, etc.

## American Communications Association (C. I. O.)

5 Beekman St., New York 7, N. Y.
COrtlandt 7-1374

OFFICERS

International President.....Joseph P. Selly
International Secty.-Treas.....Joseph F. Kehoe
Vice-President Broadcast Dept.....William Bender
Local One Secty.-Treas.....Frederick Kost
Chairman, Atlantic Branch.....William Bender
International Representative.....Jules Paris

FUNCTIONS

Subsidiary of the C.I.O. Broadcast Dept. devoted to organization of all employees in the Radio Broadcasting Industry, excepting Musicians and Actors. Have agreements with thirty-two stations in the East, including eight contracts in the Metropolitan area of New York City.

## American Council on Education

744 Jackson Place, Washington 6, D. C.
NAtional 5691

EXECUTIVE OFFICERS

Chairman.....Harold C. Hunt
President.....George F. Zook
Secretary.....Eugene B. Elliott
Vice-President.....A. J. Brumbaugh

FUNCTIONS

Acts as a clearing house for the exchange of educational opinion; seeks to define and clarify educational issues of national significance and to enlist appropriate agencies for their solution. Financed by membership dues from educational organizations and institutions and by receipt of special grants for specific pieces of research.

## American Federation of Musicians

570 Lexington Ave., New York 22, N. Y.
PLaza 8-0600

OFFICERS

President.....James C. Petrillo
Vice-President.....Charles L. Bagley
Financial Secretary-Treasurer.....Thomas F. Gamble
Secretary.....Leo Cluesmann

EXECUTIVE COMMITTEE

George V. Clancy, J. W. Parks, Oscar F. Hild, Herman D. Kenin, Walter M. Murdoch.

BRANCH OFFICES

570 Lexington Ave., New York, N. Y., James C. Petrillo, Pres.
39 Division St., Newark, N. J., Leo Cluesmann, Sec.
Box B, Astor Station, Boston, Mass., Thomas F. Gamble, Treas.

## American Federation of Radio Artists (AFRA)

2 West 45th St., New York 19, N. Y.
VAnderbilt 6-1810

NATIONAL OFFICERS

President.....Clayton Collyer
Vice-President.....Virginia Payne
Vice-President.....Knox Manning
Vice-President.....William S. Gavin
Vice-President.....Evelyn Freyman
Vice-President.....Nelson Case
Recording Secretary.....Norman Field
Treasurer.....Harry Elders
National Executive Sec'y.....George Heller
National Asst. Executive Sec.....A. Frank Reel

BRANCH OFFICES

Chicago Local—102 E. Hubbard St., Chicago, Ill.; Roymand A. Jones, Executive Secretary.
Hollywood Local—6331 Hollywood Blvd., Hollywood 28, California; Claude L. McCue, Executive Secretary.
San Francisco Local—26 O'Farrell St., San Francisco, Calif.; Geary Dolan, Secretary.

## American Guild of Musical Artists, Inc. (A. F. L.)

276 W. 43rd St., New York 18, N. Y.
LOngacre 5-7508

OFFICERS

President.....Lawrence Tibbett
1st Vice-President.....Conrad Thibault
2nd Vice-President.....James Pease
3rd Vice-President.....Astrid Varnay
4th Vice-President.....Leopo'd Sachse
5th Vice-President.....Jascha Heifetz
Recording Secretary.....Elisabeth Hoeppel
Treasurer.....Frederick Jagel

BRANCH OFFICES

Los Angeles: I. B. Kornblum, 6331 Hollywood Blvd.
San Francisco: Theodore Hale, 216 Pine St.
Chicago: Ben Meyers, 188 W. Randolph St.
Philadelphia: G. Gilbert Mason, 207 Walnut Pl.

FUNCTIONS

A labor organization having jurisdiction in the fields of opera, concert, ballet and dance; a branch of the Associated Actors and Artistes of America. Its scope is nationwide, covering the United States and Canada,

and its activities consist of protecting the interests and working conditions of its members in the above fields as well as the furthering and expansion of opera, concert and ballet institutions and performances throughout the United States and Canada.

## American Marketing Association

1525 East 53rd St., Chicago 15, Ill.

OFFICERS

President.....Harvey W. Huegy
Vice-President.....Gordon A. Hughes
Vice-President.....Neil H. Bordon
Secretary.....George H. Brown
Treasurer .....Wilford White

BRANCH OFFICES

25 local chapters.

FUNCTIONS

A professional association pledged to the advancement of science in marketing.

## American Newspaper Publishers Association

370 Lexington Ave., New York 17, N. Y.
MUrray Hill 5-2000

OFFICERS

President.....David W. Howe
Vice-President.....Edwin S. Friendly
Secretary.....J. L. Stockhouse
Treasurer.....W. L. Fanning
General Manager.....Cranston Williams

BRANCH OFFICE

360 N. Michigan Ave., Chicago 1, Ill. Phone, Franklin 3746.
George N. Dale.....Manager

FUNCTIONS

To foster and protect the business and business interests of daily newspapers.

## American Society of Composers, Authors and Publishers (ASCAP)

30 Rockefeller Plaza, New York 20, N. Y.
PLaza 7-2700

OFFICERS

President.....Fred E. Ahlert
Vice-President.....Gustave Schirmer
Vice-President.....Oscar Hammerstein II
Secretary..... .....George W. Meyer
Treasurer.....Louis Bernstein
Assistant Secretary.....Donald Gray
Assistant Treasurer.....Ray Henderson
General Counsel.....Schwartz & Frohlich

BOARD OF DIRECTORS

Stanley Adams, Fred E. Ahlert, Louis Bernstein, H. Bourne, Gene Buck, Irving Caesar, Frank H. Connor, Paul Cunningham, Max Dreyfus, Donald Gray, Oscar Hammerstein II, Otto A. Harbach, Ray Henderson, John Tasker Howard, A. Walter Kramer, Edgar Leslie, George W. Meyer, Jack Mills, Abe Olman, J. J. Robbins, Lester Santly, Gustave Schirmer, Herman Starr, Deems Taylor.

BRANCH OFFICES AND REPRESENTATIVES
(In all principal cities throughout the United States.)

FUNCTIONS

Organized in 1914 as a voluntary, unincorporated, non profit association, to represent the performing rights of its members, in negotiations with commercial users of music. Current membership is some 2,000 writer (composer and author) members; 350 publisher members.

## American Television Society, Inc.

17 E. 45th St., New York 17, N. Y.
MUrray Hill 7-9250

OFFICERS

President.....Charles J. Durban
Vice-President.....Halsey V. Barrett
Secretary .....Emerson Yorke
Assistant Secretary.....Dian Dincin
Treasurer.....Archibald U. Braunfeld

BOARD OF DIRECTORS

Charles A. Alicoate, Warren Caro, Don McClure, George Moscovics, Paul Mowrey, George Shupert, Edward Sobol.

FUNCTIONS

American Television Society is a non-profit group organized to foster the study, understanding and appreciation of television as a cultural, educational, entertainment and advertising medium. It provides its members with an intelligence center and clearing house for information pertaining to television and its development; a forum for the exchange of ideas and discussion of mutual problems relating to or affecting television; a television library; special meetings for the dissemination of television information; the opportunity to view and study television technique.

## Artists' Representatives Assoc., Inc.

1270 Sixth Ave., New York 20, N. Y.
CIrcle 6-1379

President .....William Kent
Vice-President.....Nat Lefkowitz
Vice-President .....Art Weems
Vice-President .....Jack Russell
Secretary.....John F. Dugan
Treasurer .....Nat Kalcheim
Assistant Secretary.....Ruth L. Simonson
Counsel.....Jack J. Katz

BOARD OF GOVERNORS

Milton Berger, Jack Davies, John F. Dugan, William Kent, Ben Kuchuk, Mark J. Leddy, Nat Lefkowitz, Phil Offin, Jack Russell, Billy Shaw, Sol Tepper, Art Weems, Charles V. Yates.

BRANCH OFFICE

203 N. Wabash Ave., Chicago 1, Ill., Jack Russell, 3rd Vice-President of ARA and President of Chicago branch.

FUNCTIONS

ARA is a trade Association of Agents and Managers operating in fields of radio, motion pictures, variety, etc.

## Associated Actors and Artistes of America

45 W. 47th St., New York 19, N. Y.
PLaza 7-7660

OFFICERS

International President.....Paul Dullzell
1st Int. Vice-President.....George Heller
2nd Int. Vice-President.....Reuben Guskin
Int. Treasurer.....Ruth Richmond
Int. Executive Secretary.....Florence Marston

FUNCTIONS

To advance, promote, foster, and protect the welfare of players and entertainers of the entertainment world, their calling and its condition, to promulgate and carry into effect such policy as shall secure the united action of its branches and the members thereof for the common good, and the united action of the members of each branch for the common good of such branch, to prevent and abolish abuses from which those coming under the jurisdiction of this Association shall or may suffer, to assist such persons in securing just and equitable contracts and agreements with their employers.

## Associated Music Publishers, Inc. (AMP)

25 W. 45th Street, New York 19, N. Y.
LUxemburg 2-1790
Cable Address: MUSICPUB—NEW YORK

OFFICERS

Chairman of the Board.....Sydney M. Kaye
President & Secretary.....M. E. Tompkins
Vice President .....Karl Bauer
Vice President.....Earl B. Hall
Treasurer.....Charles A. Wall
Comptroller.....C. C. Boydston

BOARD OF DIRECTORS

Carl Haverlin, President, BMI; William Hedges, National Broadcasting Co.; Sydney M. Kaye, Vice President, BMI; Paul Morency, Radio Station WTIC; J. Harold Ryan, Fort Industry Company; M. E. Tompkins, President, AMP.

## Assoc. of Canadian Advertisers, Inc.

701 Federal Building, 85 Richmond St., West,
Toronto 1, Ontario.
ADelaide 8046-7-8

OFFICERS

President—George S. Bertram, Swift Canadian Co. Ltd., Union Stock Yards, Toronto, Ontario.

Executive Vice-President—Lee Trenholm, Provincial Paper Ltd., 388 University Ave., Toronto, Ontario.

Vice-Presidents—J. W. Lawrence, The Borden Co. Ltd., Spadina Crescent, Toronto, Ontario; J. G. Hagey, The B. F. Goodrich Rubber Co. of Canada Limited, Kitchener, Ontario; H. T. Venning, Shirriff's Limited, 24 Matilda St., Toronto, Ontario; A. Usher, RCA Victor Co. Limited, 976 Lacasse St., Montreal, Que.

Treasurer—C. H. Willis, Appleford Paper Products, Limited, 78 Stirton St., Hamilton, Ontario.

Secretary—John A. M. Galilee, Association of Canadian Advertisers, Inc., 85 Richmond St., W., Toronto, Ontario.

General Manager—Athol McQuarrie, Association of Canadian Advertisers, Inc., 85 Richmond St. W., Toronto, Ontario.

DIRECTORS

G. Walter Brown, Bristol-Myers Co. of Canada Limited, 3035 St. Antoine St., Montreal, Que.; Robert E. Day, Bulova Watch Co., 372 Bay St., Toronto, Ontario; E. T. Gater, Sterling Products Ltd., Windsor, Ontario; H. J. C. Jackson (Past-President), Chrysler Corp. of Can. Ltd., Windsor, Ontario; R. R. McIntosh, General Foods Ltd., 372 Bay St., Toronto, Ontario; H. T. Markey, Dominion Textile Co. Ltd., 710 Victoria St., Montreal, Que.; John O. Pitt, Canadian Fairbanks-Morse Company Ltd., 980 St. Antoine St., Montreal, Que ; M. M. Schneckenburger, The House of Seagram, 1430 Peel St., Montreal, Que.; R. C. Scrivener, The Bell Telephone Co. of Can. Ltd., Beaver Hall Hill, Montreal, Que.; R. E. Sewell, Coca-Co'a Limited, 90 Broadview Ave., Toronto, Ontario.

FUNCTIONS

This association was incorporated in March 1917. For 34 years the Association of Canadian Advertisers has functioned as an organization of Canadian companies devoted to the interests and promotion of good advertising.

## Assn. of National Advertisers, Inc.

285 Madison Ave., New York 17, N. Y.
ORegon 9-4940

OFFICERS

President.....Paul B. West
V.P. & Secretary.....Edward T. Batchelder
Vice-President.....J. F. Kurie
Vice-President .....Cy Norton
Chairman of the Board.....W. N. Connolly
(S. C. Johnson & Son)
Vice-Chairman.....W. B. Potter
(Eastman Kodak Company)

FUNCTIONS

Promotes the most effective and profitable use of advertising as a tool of selling, promotes a better understanding and more effective use of advertising as a tool of management and protects the interests of national advertisers and serves their collective needs.

## Association of Radio News Analysts

c/o CBS, 485 Madison Ave., New York 20, N. Y.
PLaza 5-2000
or
159 East 35th St., New York 16, N. Y.
MUrray Hill 3-8748

President .....John MacVane
Vice-Pres.....George Hamilton Combs
Vice-Pres.....William S. Hillman
Treasurer .....Cecil Brown
Asst. Trea. .....Max Hill
Secretary .....George Ziemier
Asst. Secy.....Larry Lesueur

EXECUTIVE COMMITTEE

H. V. Kaltenborn, Bill Henry, John Daly, Edward R. Murrow.

FUNCTIONS

ARNA was founded during the war years by news analysts who agreed to a code of ethics designed to establish professional standards in news commentating over the air. The restricted membership facilitated confidential contacts with the Armed Services, the State Department, and Allied governments at the highest levels. This off-the-record policy continues to assure ARNA members the closest possible professional relations with our own and foreign governments. ARNA works to improve the professional status of news analysts in relation to the networks and independent station managements, as well as setting forth our views on such rulings of the Federal Communication Commission and Congressional legislation as affect the news aspect of broadcasting. (Annual elections take place April of each year.)

## The Authors' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 9-4950

OFFICERS

President .....Paul Gallico
Vice President.....Helen Hull
Secretary.....Gilbert W. Gabriel
Executive Secretary.....Peter Heggie

BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, GLadstone 7128, Ann Roth Morgan.

FUNCTIONS

National business organization of authors.

## The Authors League of America, Inc.

6 East 39th Street, New York 16, New York
MUrray Hill 9-4950

OFFICERS

President.....Oscar Hammerstein 2nd
Vice President.....John Hersey
Secretary .....Peter Lyon
Treasurer .....Arthur Schwartz
Executive Secretary.....Luise M. Sillcox
Assistant Executive Secretary.....Evelyn F. Burkey

BRANCH OFFICE

1655 North Cherokee Avenue, Hollywood 28, California. Phone, Gladstone 7-7128, Ann Roth Morgan.

FUNCTIONS

The national business organization of authors and dramatists.

## The British Broadcasting Corporation

630 Fifth Ave., New York 20, N. Y.
CIrcle 7-0656

OFFICERS

North American Rep.....William Reid
Program Director.....Sam J. Slate
Asst. Program Director.....Henry Straker
Program Assistant.....Lillian Lang
Program Assistant.....Marion Moss
Head of Administration.....Harold F. Burns
Chief Engineer.....Arthur S. Toby
Publicity.....Alice Stamatas

NEWS OFFICES

Lake Success: Bernard Moore, U. N. Correspondent.
Washington: 1150 Connecticut Ave. N. W, Leonard Miall, Washington Correspondent.

FUNCTIONS

Activities of the North American offices of the British Broadcasting Corporation cover two interrelated but separate operations. The first, Eastbound Operations, are concerned with the interpretation of the American scene to British audiences. The other, Westbound Operations, are concerned with making available to independent radio stations and networks regular and specially requested programs broadcast from England in the BBC's North American Service.

## Broadcast Measurement Bureau

270 Park Avenue, New York 17, N. Y.
ELdorado 5-1620

OFFICERS

Chairman of Board ..... J. Harold Ryan
1st Vice-Chairman ..... Justin Miller
2nd Vice-Chairman ..... Paul West
3rd Vice-Chairman ..... Frederic R. Gamble
Secretary-Treasurer ..... Roger Clipp

FUNCTIONS

Broadcast Measurement Bureau is a tripartite, co-operative radio research organization jointly governed by the AAAA, ANA and NAB. It measures and reports radio station and network audiences by counties and cities throughout the U. S. on a uniform, comparative basis. The second nationwide survey is being conducted in March and the findings will be reported in September 1949.

## Broadcast Music, Inc. (BMI)

580 Fifth Ave., New York 19, N. Y.
PLaza 7-1800

OFFICERS

President ..... Carl Haverlin
Vice President—General Counsel ..... Sydney M. Kaye
Vice-pres. in charge of finance and treasurer ..... Charles A. Wall
Vice-Pres. in charge of publisher relations ..... Robert J. Burton
Secretary ..... M. E. Tompkins
Comptroller ..... C. C. Boydston
Assistant Treasurer ..... Charles E. Lawrence
Director Foreign Relations ..... Jean Geiringer

BOARD OF DIRECTORS

Chairman, Justin Miller, National Association of Broadcasters, Washington, D. C.; Vice-Chairman, Sydney M. Kaye, Broadcast Music, Inc., N. Y.; Herbert V. Akerberg, Columbia Broadcasting System, N. Y.; John Elmer, WCBM, Baltimore; Walter Evans, Westinghouse Radio Stations, Inc., Baltimore; Carl Haverlin, BMI, N. Y.; William S. Hedges, National Broadcasting Co., N. Y.; Herbert Hollister, KBOL, Boulder City, Colo.; Leonard Kapner, WCAE, Pittsburgh; Joseph A. McDonald, American Broadcasting Co., N. Y.; Paul W. Morency, WTIC, Hartford, Conn., J. Leonard Reinsh, WSB, Atlanta; J. Harold Ryan, Fort Industry Co., Toledo, Ohio; James E. Walen, Mutual Broadcasting System, N. Y.

STATION RELATIONS

Roy Harlow, Director; Ralph Wentworth, Glenn Dolberg, James L. Cox, Al Marlin, Linn Pattee, Ken Sparnoon, Burt Squire, Dorsey Owings.

BRANCH OFFICES

1549 North Vine St., Hollywood 28, Calif.
Phone Hillside 7447
Synchronization Manager ..... Eddie Janis
Prof. Manager ..... Irving Weiss
54 West Randolph St., Chicago 1, Ill.
Phone State 4188.
Executive-in-Charge ..... James Cairns
1534¼ N. Wilcox Ave., Hollywood, Calif.
Executive in charge ..... Richard L. Kirk
360 N. Michigan Ave., Chicago 1, Ill.
ANdover 3-5394
Executive in charge ..... Stan Myers

FUNCTIONS

The functions of BMI are: (1) To buy and publish original music; (2) to coordinate and license the performing rights to music published under its own imprint and of music in the catalogs of affiliated publishers and performing rights societies; (3) to provide equal opportunity of recognition for all writers and composers.

## BMI Canada, Ltd.

229 Yonge St., Toronto 1, Ont., Can.
Elgin 0040

OFFICERS

President ..... Carl Haverlin
Vice President ..... Donald Manson
Vice President ..... Harry Sedgwick
General Manager ..... Robert J. Burton
Asst. General Manager ..... William Harold Moon
Secretary-Treasurer ..... T. Arthur Evans

BOARD OF DIRECTORS

Ernest L. Bushnell, CBC, Toronto, Carl Haverlin, BMI, N. Y.; Phil Lalonde, CKAC, Montreal; Donald Manson, CBC, Ottawa; Marcel Ouimet, CBC, Montreal; Harry Sedgwick, CFRB, Toronto; Jack Slatter, Radio Reps. Ltd., Toronto.

CANADIAN ADMINISTRATIVE STAFF

Publications ..... Jean L. Howson
Research ..... M. E. Hewitt
Distribution ..... M. L. Ingram

QUEBEC BRANCH (French Division)

1502 St. Catherine St. W., Montreal, P. Q., Gen. Secretary, Marcel Fortier; Secretary, Marguerite Jacques; Liaison, T. Clyde Moon.

FUNCTIONS

BMI Canada, Ltd., was organized to encourage and publish original music, to coodordinate and license performing rights of music published under its own imprint and of music in the catalogs of affiliated composers, publishers and performing right societies and to provide equal opportunity of recognition for all writers and composers.

## The Bureau of Broadcast Measurement

701 Federal Building, 85 Richmond Street West,
Toronto 1, Ontario, Canada
ADelaide 8046-7-8

President: L. E. Phenner, Canadian Cellucotton Products Co. Limited, Toronto.

Vice-President: H. N. Stovin, Horace N. Stovin & Company, Toronto, Ont.

Secretary-Treasurer: Athol McQuarrie, Association of Canadian Advertisers, Inc., Toronto.

DIRECTORS

W. T. Cranston, Radio Station CKOC, Hamilton, Ont.; E. A. Weir, Canadian Broadcasting Corporation, Toronto; Harold E. Stephenson, The Canada Starch Co., Limited, Montreal, Que.; C. R. Vint, Colgate-Palmolive-Peet Co., Limited, Toronto, Ont.; G. Frank Mills, Spitzer & Mills Limited, Toronto, Ont.; Stuart B. Smith, Canadian Advertising Agency Ltd., Toronto, Ont.; W. E. Trimble, Baker Advertising Agency, Ltd., Toronto, Ont.

FUNCTIONS

To conduct surveys and to assemble statistical and other data relating to radio broadcasting and particularly relating to the number, distribution and listening habits of persons who are or may be listening to the various broadcasting stations at different times and from time to time.

To adopt standard methods of appraising broadcasting station coverage, and/or the listening habits of the public.

To prepare reports, charts and other forms of publicity based on surveys and statistical and other data assembled as aforesaid.

To print, publish and distribute to members the reports, charts and other forms of publicity prepared as aforesaid.

## Canadian Assn. of Broadcasters

108 Sparks St., Ottawa, Canada
Phone: 34036

OFFICERS

Chairman of the Board ..... G. R. A. Rice

(CFRN, Edmonton)

Hon. President ..... Phil Lalonde

(CKAC, Montreal)

Manager ..... T. J. Allard
Secretary-Treasurer ..... T. A. Evans
Dir. of Adv. & Sta. Service ..... Patrick Freeman

DIRECTORS

D. Malcolm Neill, Fredericton, N. B.; F. A. Lynds, Moncton, N. B.; Paul Lepage, Quebec, P. Q.; Phil Lalonde, Montreal, P. Q.; Harry Sedgwick, Toronto,

Ont.; Ralph Snelgrove, Owen Sound, Ont.; K. D. Soble, Hamilton, Ont.; Wm. Guild, Lethbridge, Alta.; A. A. Murphy, Saskatoon, Sask.; George C. Chandler, Vancouver, B. C.

BRANCH OFFICE

2100 Victory Building, Toronto, Ont., Patrick Freeman, Director of Advertisers & Station Service.

FUNCTIONS

The Canadian Association of Broadcasters is a voluntary trade association of 89 privately owned (independent) broadcasting stations in Canada.

## Catholic Actors Guild of America, Inc.

Hotel Astor, New York 19, N. Y.
Circle 6-5566

OFFICERS

President.....Gene Buck
1st Vice-President.....Pat O'Brien
2nd Vice-President.....Jay Jostyn
Recording Secretary.....Ed Begley
Historian.....Kathryn Givney
Executive Secretary .....George Buck
Chairman of Executive Board.....Frank McNellis
Chaplain-Treasurer.....Rev. Gustave de Leon

FUNCTIONS

Social and benevolent organization which strives to care for the spiritual and physical needs of members of the profession, regardless of creed. Provide care for needy, ill, etc. and burial for indigent actors in Guild plot at Calvary Cemetery.

## Catholic Writers Guild of America

128 W. 71st St., New York 23, N. Y.
ENdicott 2-0412

OFFICERS

Spiritual Director.....Rev. John B. Kelly
President.....Charles N. Heckelmann
Vice-President .....Richard Reid
Treasurer.....Clarence E. Heller
Executive Secretary.....Eleanor M. Tucker

FUNCTIONS AND ACTIVITIES

A national organization of writers and persons interested in literary work. To promote the interest of writers, and to take cognizance of and make appropriate record of notable achievements in the literary world. To give to the press, screen, stage and radio the Catholic mind on Church issues.

## Composers, Authors and Publishers Assn. of Canada, Ltd.

132 St. George St., Toronto 5, Ont., Canada
Phone: M. 8457

OFFICERS

President .....Sir Ernest MacMillan, B.A., Mus. D. (Oxon.), LL.D., Hon. R.A.M., F.R.C.M., F.R.C.O.
General Manager.....William S. Low
Manager, Licensing Dept.....C. R. Matheson
Manager, Distribution Dept.....Ruth Passey
Comptroller.....J. K. Bailey

DIRECTORS

Claude Champagne, Harold W. Cluff, C. C. Devereux, John Murray Gibbon, Allister Grosart, Ralph Hawkes, H. T. Jamieson, Mart Kenney, Sir Ernest MacMillan, Holmes Maddock, Richard F. Murray, Gordon V. Thompson.

FUNCTIONS

Composers, Authors and Publishers Association of Canada Limited licenses in Canada public performances of the copyright music of its own Canadian members, and of the members of affiliated performing right societies in twenty-one (21) countries.

## The Dramatists' Guild of The Authors' League of America, Inc.

6 E. 39th St., New York 16, N. Y.
MUrray Hill 9-4940

OFFICERS

President .....Moss Hart
Vice-President.....George S. Kaufman
Secretary .....Herbert Kubly
Executive Secretary .... ... Mills Ten Eyck, Jr.

BRANCH OFFICE

1655 North Cherokee Ave., Hollywood 28, Calif.
Phone Gladstone 7-7128
Executive in charge.....Ann Roth Morgan

FUNCTIONS

The national business organization of dramatists.

## Federal Communications Bar Assn.

520 Shoreham Bldg., Washington 5, D. C.
Executive 1398

OFFICERS

President.....Carl I. Wheat
1st Vice-Pres.....Guilford S. Jameson
2nd Vice-Pres.....Neville Miller
Secretary.....Charles E. Thompson
Treasurer.....Vincent B. Welch

EXECUTIVE COMMITTEE

Fred W. Albertson, Arthur W. Scharfeld, John F. Gibbons, George S. Smith, Eliot C. Lovett, Ralph A. Van Orsdel.

FUNCTIONS

To promote the proper administration of the Communications Act of 1934 and related acts, to uphold the honor of practice before the Federal Communications Commission, and to encourage cordial intercourse among the practitioners. It issues a quarterly publication, the Federal Communications Bar Journal, which is devoted to matters of interest pertaining to communications law.

## Federal Council of the Churches of Christ in America, Radio Dept.

297 Fourth Ave., New York 10, N. Y.
GRamercy 5-3475

OFFICERS

Secretary.....Wesley B. Goodman

FUNCTIONS

The Department of National Religious Radio, organized in 1923 to promote the effective use of broadcasting in the field of religion. With a membership including representatives of the major protestant groups, the organization arranges and produces seventeen non-sectarian religious radio programs over three national networks.

## Federal Radio Education Committee (FREC)

Federal Security Bldg., Room 3646, Washington 25, D. C.
Executive 6300, Extension 2897

OFFICERS

Chairman.....I. G. Rall
Secretary-Editor.....Gertrude G. Broderick

EXECUTIVE COMMITTEE MEMBERS

Rall I. Grigsby, Acting U. S. Commissioner of Education, Chairman
Edwin H. Armstrong, FM Inventor and Professor of Electrical Engineering, Columbia University
Elsie Dick, Director of Education, Mutual Broadcasting System

William C. Eddy, Director of Television, Station WBKB, Chicago
John Elmer, President, Baltimore Broadcasting Corporation
Sterling W. Fisher, Manager Public Affairs and Education Department, National Broadcasting Company
Willard E. Givens, Executive Secretary, National Education Association
Clyde Hissong, State Supt. of Public Instruction (Ohio) representing National Council of Chief State School Officers
Very Rev. Msgr. Frederick G. Hochwalt, Director, Department of Education, National Catholic Welfare Conference
Robert B. Hudson, Director of Education, Columbia Broadcasting System
William B. Levenson, Asst. Superintendent, Cleveland Public Schools, representing Assn. of Education by Radio
Harold B. McCarty, Director, Station WHA, University of Wisconsin, representing National Association of Educational Broadcasters
Bruce E. Mahan, Dean of Extension, State University of Iowa, representing National University Extension Association
Justin Miller, President, National Association of Broadcasters
Robert Saudek, Vice-President in Charge of Public Affairs, American Broadcasting Company
Mrs. Nathan Strous, Director of Educational Programs, Station, WMCA, New York City
Levering Tyson, President, Muhlenberg College

FUNCTIONS

The Federal Radio Education Committee was appointed in 1935 by the Federal Communications Commission with the recommendation at that time that the broadcaster, on one hand, and the educator, on the other, combine forces which would: (1) eliminate controversy and misunderstanding between groups of educators and between the industry and educators; (2) promote actual cooperative arrangements between educators and broadcasters on national, regional and local bases. Some two dozen printed publications are described in a free folder entitled, "What the FREC Offers You." Most of them are sold at 25 cents per copy. The monthly FREC Service Bulletin, a four-page publication giving news of current educational radio programs, sources of program material and other information of interest to teachers broadcasters, is available free on request. Other free publications include a monthly list of Selected Programs for Student Listening and a Directory of College Radio Courses.

## Federal Trade Commission

Pennsylvania Ave., at 6th St., N. W.,
Washington 25, D. C.
Executive 6800

PERSONNEL

Commissioner.....Garland S. Ferguson
Commissioner.....Ewin L. Davis
Commissioner.....William A. Ayres
Commissioner.....Lowell B. Mason
Secretary.....Otis B. Johnson
General Counsel.....Wm. T. Kelley
Director, Bureau of Litigation.....Richard P. Whiteley
Director, Bu. of Legal Investigation...James A. Horton
Director, Bureau of Industrial Economics.....Dr. Corwin D. Edwards
Director, Bu. of Trade Practice Conferences and Wool Act Administration.....Henry Miller
Director, Bu. of Stipulations.....Pgad B. Morehouse
Director, Bu. of Trial Examiners.....F. C. Baggarly
Director, Bu. of Medical Opinions..Dr. James J. Durrett

BRANCH OFFICES

Room 501, 45 Broadway, New York 6, N. Y.
Atty. in charge.....Rolf H. Kielland

1118 New Post Office Bldg., Chicago 7, Ill.
Atty. in charge.....John H. Bass

133 Federal Office Bldg., San Francisco 2, Calif.
Atty. in charge.....Clarence T. Sadler

447 Federal Office Bldg., Seattle 4, Wash.
Atty. in charge.....Walter W. Harris

1031 Federal Office Bldg., New Orleans 12, La.
Atty. in charge.....William B. Lott

FUNCTIONS

In general, the duties of the Commission are (1) to promote free and fair competition in interstate trade in the interest of the public through prevention of price-fixing agreements or combinations, boycotts, injurious price and other unlawful discriminations, and other practices which are in restraint of trade or which otherwise constitute unfair methods of competition or unfair or deceptive acts or practices; (2) to safeguard life and health of the consuming public by preventing the dissemination of false advertisements of food, drugs, devices and cosmetics which may be injurious to health; (3) to apply to the Commissioner of Patents for cancellation of the registration of trade-marks which are in violation of the provisions of the Lanham Trade-Mark Act; and (4) to conduct investigations of economic conditions in interstate and foreign commerce upon its own initiative, upon the direction of the President or the Congress, or upon application of the Attorney General.

## French Broadcasting System (Radiodiffusion Francaise) In North America

934 Fifth Avenue, New York 21, N. Y.
REgent 4-1501

OFFICERS

Director.....Pierre Crenesse
Assistant-Director.....Alice Lewitin
Program Director.....Edward Gruskin
Manager.....Michel Duhart
Public Relations.....Marie Whiteside

FUNCTIONS

The activities of the French Broadcasting System in North America are twofold: on the one hand, for the purpose of strengthening the goodwill and understanding between France and the U. S., it distributes to independent stations all over the country English-language programs prepared in Paris for North American listeners, covering all aspects of life in France today; on the other hand, it keeps French listeners informed of all events taking place in America today.

## Richard W. Hubbell and Associates

118 East 40th Street, New York 16, N. Y.
MUrray Hill 3-0028

OFFICERS

Chairman.....Richard W. Hubbell
Associate.....Dr. Alfred N. Goldsmith
Associate.....Robert Jerome Smith
Executive Assistant.....W. E. Van Brunt
Affiliate.....Philip I. Merryman

BRANCH OFFICES

Maintain associates in Washington, D. C.; Hollywood, and in London and Paris.

FUNCTIONS

Complete management consultation service covering planning, constructing, and operating television stations, facilities, and manufacturing projects. Includes business efficiency studies, financial analysis and financing of projects, and preparation of FCC applications. 1948 clients included 21 commercial TV stations as well as investment syndicates, advertisers, radio stations, newspaper publishers, film producers, and manufacturers.

## Independent Television Producers Association, Inc.

234 West 44th St., New York 18, N. Y.
CHickering 4-1583

OFFICERS

President.....Martin A. Gosch
Vice-President.....Irvin Paul Sulds
Secretary.....Nathan M. Rudich
Treasurer.....Henry S. White

DIRECTORS

Charles Basch, Judy Dupuy, Arthur Ehrlich, Jack Levine, Oland Killingsworth, Oliver Nicoll.

COUNSEL

James L. Fly.

FUNCTIONS

The Independent Televisions Producers Association (ITPA) is an industry association comprised of man-

ufacturers or producers of live, filmed, or iconoscope recorded television programs. Membership in ITPA is open to all such independent producers or production firms provided they are not part of, or associated with, an advertising agency, television network, or local television station.

## Institute for Education by Radio

Established 1930
Ohio State University, Columbus 10, Ohio
UNiversity 3148, Extension 708

OFFICERS

Honorary Director.....W. W. Charters
Director.....I. Keith Tyler
Assistant to the Director.....Newton C. Rochte
Secretary.....Constance M. Holton

FUNCTIONS

The Institute for Education by Radio is an annual conference of broadcasters, educators, and civic leaders sponsored by Ohio State University. It meets in Columbus each May. The Institute sponsors an Annual Exhibition of Educational Radio Programs, welcoming entries from stations and organizations. A yearbook containing the proceedings of the conference is published annually under the title, Education on the Air.

## The Institute of Radio Engineers, Inc.

1 East 79th St., New York 21, N. Y.
REgent 7-9600

OFFICERS

President.....B. E. Shackelford
Vice President.....R. L. Smith-Rose
Sr. Post President.....F. B. Llewellyn
Jr. Past President.....W. R. G. Baker
Secretary.....Haraden Pratt
Treasurer.....Stuart L. Bailey
Editor.....Alfred N. Goldsmith

DIRECTORS

Virgil M. Graham, Donald B. Sinclair, Murray G. Crosby, Raymond A. Heising, Herbert J. Reich, John V. L. Hogan, John B. Coleman, John A. Hutcheson, Theodore A. Hunter, A. Earl Cullum, Jr., Frederick E. Terman, Frederick S. Howes, Julius A. Stratton, James E. Shepherd, R. F. Guy, Keith Henney, I. J. Kaar.

FUNCTIONS

To advance the art and science of radio communication, and promote professional welfare of engineers engaged therein by means of its publications, presentation of papers at meetings, and by means of the work of its committee.

## Inter-American Association of Broadcasters (AIR)

Montevideo, Uruguay

OFFICERS

President.....Goar Mestre
Vice-President.....Emilio Azcarraga
Secretary.....Eneas Machado de Assis
Directors.....Lorenzo Balerio Sicco and Gilmore N. Nunn

FUNCTIONS

AIR is an association made up of all the national associations of Broadcasters, from Canada to South (except Argentina), to protect private broadcasters specially from Government encroachment.

## International Brotherhood of Electrical Workers (AFL)

1200 Fifteenth St., N.W., Washington 5, D. C.
DIStrict 3764

OFFICERS

International President.....D. W. Tracy
International Secretary.....J. Scott Milne
Asst. to President.....Lawson Wimberly

FUNCTIONS

International Brotherhood of Electrical Workers is a labor organization affiliated with the American Federation of Labor. It admits to membership radio broadcast technicians and engineers employed in radio and television stations. It has 67 local unions chartered for broadcast employees in the United States and 5 such local unions in Canada.

## Robert S. Keller, Inc.

72 Barrow St., New York 14, N. Y.
WAtkins 4-6599

OFFICERS

President.....Bob Keller
Vice President.....R. J. Anderson
Secretary.....Amy Atkinson
Treasurer.....E. Benjamin Wright

FUNCTIONS

Radio sales promotion and Television Information Service. Act as national sales promotion manager for non-related broadcast stations preparing promotion literature, handling press and public relations and making personal contact with advertising agencies in coordination with network and rep. Provide a central source of TV data on market, set distribution and station equipment to agencies and advertisers. Subscribers use telephone to get immediate service.

## The Lambs

130 W. 44th St., New York 18, N. Y.
LUxemburg 2-1515

OFFICERS

Shepherd.....Bert Lytell
Boy.....Walter N. Greazai
Corresponding Secretary.....Bobby Clark
Recording Secretary.....Jack Whiting
Treasurer.....James E. Meighan
Librarian.....Bob Hawk

DIRECTORS

Kenneth Webb, Elliott Nugent, Bruce Evans, William J. Kelly, Russ Brown, Earl Benham, John McManus, Joseph S. Buhler, Ward Wilson, Arthur Maitland, William P. Adams, John Alexander, Emil Friedlander, Averell Harris, Arthur Vinton.

LIFE DIRECTORS EX-SHEPHERDS: R. H. Burnside, William Gaxton, Fred Waring, John Golden, Raymond Peck.

FUNCTIONS

The object of this club shall be the promotion of social intercourse among persons engaged professionally in the drama, music, authorship, and the fine arts, as well as friends of those professions, and the collection and preservation of objects of interest thereto, and the creation and maintenance of funds for the benefit of persons engaged professionally in the drama, music, authorship, and the fine arts who shall be in need of financial aid or assistance, to be disbursed in the discretion of the Council of the Club.

## Lowell Institute Cooperative Broadcasting Council

28 Newbury St., Boston 16, Mass.
KEnmore 6-8627

OFFICERS

Trustee.....Ralph Lowell
Director.....Parker Wheatley
Sr. Producer.....Richard Erstein
Producer.....Shepherd Brooks
Producer.....Lawrence Creshkoff
Producer.....Ralph Jarrett Tangney

COORDINATORS

Rev. Thomas F. Fleming, S. J. (Boston College); Prof. S. B. Gould (Boston University); David W. Bailey (Harvard); Dean John E. Burchard (M.I.T.); Prof. Milton J. Schlagenhouf (Northeastern); and Dean John P. Tilton (Tufts).

FUNCTIONS

The Lowell Institute, in cooperation with Boston College, Boston University, Harvard, M.I.T., Northeastern and Tufts, organized the Council in 1946 for the purpose of adapting to radio the content of regular college and university courses.

## Market Research Council

c/o Dr. F. R. Cawl
Kudner Agency Inc.
630 Fifth Ave., New York 20, N. Y.
CIrcle 6-3200

OFFICERS

President.....Elmo C. Wilson
Vice President.....Vergil D. Reed
Secretary-Treasurer.....Dr. Franklin R. Cawl

EXECUTIVE COMMITTEE

Elmo C. Wilson, Vergil D. Reed, Franklin R. Cawl, Cornelius Du Bois, Philip Salisbury.

FUNCTIONS

To stimulate scientific study and sound thinking in marketing research; to stimulate wider use or its services; to encourage Governmental agencies to undertake practical studies; to encourage the study of marketing research as a profession; to take an active interest in the placement and advancement of marketing research personnel; to provide the focal point around which marketing research men can gather; to invite speakers to the monthly meetings to discuss studies, techniques and problems pertaining to marketing research and related subjects; to encourage the highest ethical practices in the preparation and use of marketing research.

## Music Publishers' Protective Association, Inc.

45 Rockefeller Plaza, New York 20, N. Y.
Circle 6-3084

OFFICERS

Chairman of the Board.....Walter G. Douglas
President.....Lester Santly
Vice-President.....Jack Mills
Secretary.....J. J. Bregman
Treasurer.....Abe Olman
Agent and Trustee.....Harry Fox

## National Association of Broadcasters

For Complete Listing See NAB Section on Page 233

## National Assoc. of Broadcast Unions & Guilds (NABUG)

37 West 46th St., New York 19, N. Y.
LUxemburg 2-5130

OFFICER

Nat'l. Chmn., N. Y. Council Chmn..Oliver W. Nicoll

COUNCILS

c/o The RWG, 1655 North Cherokee Avenue, Hollywood 27, Calif. Chairman, Sam Moore; Secretary-Treasurer, James H. Brown. c/o AFRA, 102 E. Hubbard St., Chicago 11, Ill. Chairman, Raymond A. Jones; Secretary-Treasurer, George Maher. c/o NABET, 375 O'Farrell St., San Francisco 2, Calif. Chairman, J. R. McDonnell; Secretary-Treasurer, William S. Gavin. c/o NABET, 486 Thornycroft Rd., Pittsburgh, Penn.; Chairman, Edward B. Landon.

CORRESPONDING OFFICES

Washington, D. C.; Denver, Colo.; Atlanta, Ga.; Boston, Mass.; Cincinnati, O.; Cleveland, O.; Detroit, Mich.; Kansas City, Mo.; Minneapolis-St. Paul, Minn.; New Orleans, La.; Philadelphia, Pa.; Portland, Ore.; Raleigh-Durham, N. C.; Rochester, N. Y.; Seattle, Wash.; S. Louis, Mo.

FUNCTIONS

"NABUG" is the National Association of Broadcast Unions and Guilds in the radio and television industry, organized on behalf of their respective memberships for the solution of parallel problems and the working together of the unions and guilds in those directions—cultural, legislative, economic—where mutual interests coincide.

## National Assn. of Performing Artists

630 Fifth Ave., New York 20, N. Y.
Circle 7-8194

OFFICERS

President.....Fred Waring
Vice-President.....Bing Crosby
Vice-President.....Meyer Davis
Vice-President.....Paul Whiteman
Vice-President.....Al Jolson
Secretary.....Eddie Duchin
Treasurer.....Don Voorhees
General Counsel.....Alfred Rice

BOARD OF DIRECTORS

Fred Allen, Connee Boswell, Noel Coward, Richard Crooks, Bing Crosby, Meyer Davis, Eddie Duchin, Duke Ellington, Mary Garden, Benny Goodman, Jascha Heifetz, Lewis James, Al Jolson, Andre Kostelanetz, Arthur W. Levy, Guy Lombardo, Ray Noble, Walter O'Keefe, Irra Petina, Dick Powell, Fritz Reiner, Fabien Sevitzky, Nathaniel Shilkret, Lawrence Tibbett, Rudy Vallee, Don Voorhees, Paul Whiteman, Victor Young, Efrem Zimbalist.

FUNCTIONS

To protect the interpretive artist from exploitation of his recordings and transcriptions.

## National Assoc. of Radio News Directors

Radio Station WOW, Omaha, Neb.
Webster 8400

OFFICERS

President.....Sig Mickelson
WCCO, Minneapolis
1st Vice-President.....Jack Shelley
WHO, Des Moines, Iowa
2nd Vice-President.....Ben Chatfield
WMAZ, Macon, Ga.
Executive Secretary.....Soren Munkhof
WOW, Omaha, Neb.
Treasurer.....David Kessler
WHAM, Rochester, N. Y.

BOARD OF DIRECTORS

The aforementioned officers plus: Bob Redeen, WOC, Davenport, Iowa; Fred Hinshaw, WLBC, Muncie, Ind.; Bruce Barrington, KXOK, St. Louis, Mo.; Ed Kirk, WPTF, Raleigh, N. C.; James Bormann, WMT, Cedar Rapids, Iowa; Sid Pietzsch, WFAA, Dallas, Texas; John Hogan, WCSH, Portland, Maine.

FUNCTIONS

The National Ass'n of Radio News Directors is a professional organization composed of men in charge of news operations. Its purpose is that of a purely professional organization to raise the standard of radio news operations so that the product of all stations will be of the highest integrity. The function of the organization is the interchange of information of a professional type, to aid its members in improvement of their profession. It has as affiliates, various state groups of radio news directors. The NARND issues a monthly bulletin in which new developments of radio news techniques are discussed.

## National Association of Radio Station Representatives

10 Park Ave., New York 17, N. Y.
MUrray Hill 5-4141

OFFICERS

President.....Frank M. Headley
Vice-President.....Robert D. C. Meeker
Treasurer.....Lewis H. Avery
Secretary.....F. Edward Spencer, Jr.
Managing Director.....Thomas F. Flanagan

MEMBERS

Avery-Knodel Inc., John Blair & Company, The Bolling Company Inc., The Branham Company, Free & Peters Inc., The Friedenberg Agency Inc., Headley-Reed Company, George P. Hollingbery Company, The Katz Agency Inc., Joseph Hershey McGillvra Inc., J. P. McKinney & Son, John E. Pearson Company, John H. Perry Associates, Edward Petry Co. Inc., Ra-Tel, Paul H. Raymer Company, Inc., Walker Company, Inc., Weed & Company, Adam J. Young, Jr. Inc.

FUNCTIONS

To develop the use and increase the sale of national spot radio.

## National Better Business Bureau, Inc.

405 Lexington Ave., New York 17, N. Y.
MUrray Hill 6-3535

OFFICERS

President.....R. P. Clayberger
Vice-President.....Warren Agry
Secretary.....Harry Dwight Smith
Treasurer.....John L. Anderson
General Manager.....Edward L. Greene

FUNCTIONS

This organization assists the public, advertisers and publishers to avoid false and deceptive advertising. It cooperate with law enforcement agencies in this work.

## National Television Film Council

300 West 23rd St., New York 11, N. Y.
WAtkins 4-0460

OFFICERS

President.....Melvin L. Gold
(National Screen Service Corp.)

Vice President.....Burt Balaban
(Paramount Television)
Secretary.....Robert H. Wormhoudt
(Telecast Films, Inc.)
Treasurer.....Robert M. Paskow
(Station WATV)

BOARD OF DIRECTORS

Jack Glenn (Chairman), March of Time; Ed Evans, WPIX, New York; Elaine Phillips, WSPD, Toledo; Gus Ober, WMAR, Baltimore; Sally Perle, The Mesal Organization; Irwin Shane, Televiser Monthly; Rosalind Kossoff, A. F. Films, Inc.; Myron Mills, Equity Film Exchanges; Irving Leos, Official Films, Inc.; Jay Williams, Film Equities, Inc.

ADVISORY BOARD

Seymour Peyser, Phillips, Nizer, Benjamin & Krim (Legal Counsel); Walter J. Damm, WTMJ, Milwaukee; Ralph I. Poucher, Consolidated Laboratories; Hal Hodes, Columbia Pictures; J. A. Maurer, R. E. Blackwell, International Film Foundation; John H. Mitchell, United Artists Corp.; Gus Ober, (Chairman, TV Station Committee); Irwin Shane, Televiser Monthly, (Chairman, Information Committee); Myron Mills, Equity Film Exchanges, (Chairman, Distribution Committee); Irving Leos, Official Films, Inc., (Chairman, Membership Committee); Sally Perle, The Mesal Organization, (Chairman, Press Relations Committee): Jay Williams, Film Equities Corp., (Chairman, Program Committee); Jack Glenn, March of Time, (Chairman, Production Committee).

FUNCTIONS

National Television Film Council is a trade organization comprised of television stations, motion picture producers and distributors, and advertising agencies, for the purpose of establishing a standard of practices and procedures, with regard to the exhibition of films on television. Among its functions are: (a) establishing a Standard Exhibition Contract (b) Television Films Clearance Bureau (c) catalog of films available for television (d) Arbitration (e) Production Clinic (f) Film Forum (g) Awards for television film production—Further activities yet to be announced.

## National Variety Artists, Inc.

223-5 W. 46th St., New York 19, N. Y.
COlumbus 5-0956-7

OFFICERS

President.....Louis Handin
First Vice-President.....Jack O'Brien
Second Vice-President.....Harry Jackson
Treasurer.....Al Friedman
Secretary.....Rosa Crouch

FUNCTIONS

The function of National Variety Artists, Inc., is to promote Americanism and fraternal and welfare activities among the members of the theatrical profession.

## Nebraska Broadcasters Association

Radio Station KBON, Omaha, Neb.
Jackson 8282

OFFICERS

President.....L. L. Hilliard
(KOLT, Scottsbluff)
Vice President.....John Alexander
KODY, North Platte)
Secretary-Treasurer.....Paul R. Fry
(KBON, Omaha)
Director.....Harry Peck
(KFOR, Lincoln)
Director.....Wm. Newens
(KOIL, Omaha)
NAB Representative.....John J. Gillin, Jr.
(WOW, Omaha)

FUNCTIONS

Matters of Mutual Cooperation.

## North Carolina Assn. of Broadcasters

Radio Station WEEB, Southern Pines, N. C.

OFFICERS

President.....Harold Essex
Vice President.....Robert M. Wallace
Secretary-Treasurer.....Jack Younts

FUNCTIONS

To promote closer cooperation and understanding among the members to make possible unified effort when unity is beneficial; to protect its members in every lawful and proper manner from injustices and unjust exactions; to encourage and promote customs and practices which will be for the best interests of the public and radio of radio advertising, and to act as a regional contact with the National Association of Broadcasters.

## Ohio Association of Broadcasters

1602 First National Tower, Akron 8, Ohio
MEadowbrook 3211

OFFICERS

President.....E. Y. Flanigan
Vice President.....Eugene Carr
Secretary-Treasurer.....Fred C. Bock

FUNCTIONS

Trade organization. The purpose to be of mutual benefit in all matters pertaining to the welfare of radio, in Ohio.

## Pennsylvania Assn. of Broadcasters

P. O. Box 11, Harrisburg 1, Pa.

OFFICERS

President.....George D. Coleman
(WGBI, Scranton)
Vice-President.....Roy F. Thompson
(WRTA, Altoona)
Secretary-Treasurer.....David J. Bennett
(WKBO, Harrisburg)

DIRECTORS

Basse A. Back, WKOK, Sunbury; Joseph C. Burwell, WMBS, Uniontown; Gordon Gray, WIP, Philadelphia; George E. Joy, WRAK, Williamsport; Leonard Kapner, WCAE, Pittsburgh; Clair R. McCollough, WGAL, Lancaster; C. G. Moss, WLTR, Bloomsburg.

FUNCTIONS

This organization is a mutual association of the broadcasting stations of Pennsylvania, formed for the purpose of conducting business negotiations concerning matters of interest to the radio broadcasting stations of the state.

## Professional Music Men, Inc.

1270 Sixth Ave., New York 20, N. Y.
COlumbus 5-7362

OFFICERS

President.....Rocco Vocco
First Vice-President.....Joseph Sently
Second Vice-President.....Charles Warren
Third Vice-President.....Phil Kornheiser
Treasurer.....Irving Tanz
Financial Secretary.....Michael L. Schloss
Recording Secretary.....Louis E. Schwartz
Sergeant-at-Arms.....David Kent
Executive Director.....Bob Miller

BRANCH OFFICES

54 W. Randolph St., Chicago, Ill.
Regional Director.....Morton Schaefer
8360 W. First St., Los Angeles, Calif
Regional Director.....Al Comparte
36 East Fifth Street, Cincinnati, Ohio
Regional Director.....Danny Engel

FUNCTIONS

Charitable and Benevolent Organization.

## Radio Executives Club of Boston

Harold Cabot & Co., Inc. Adv. Agency,
136 Federal St., Boston, Mass.
HA 6-7600

OFFICERS

President.....William B. McGrath
(WHDH, Boston)
1st Vice President.....Craig Lawrence
(WCOP, Boston)
2nd Vice President.....Nona Kirby
(WLAW, Boston)
Secretary.....Janet Gilbert
Time Buyer (Harold Cabot & Co., Inc., Boston)
Treasurer.....Edmund J. Shea
(James Thomas Chirurg Co., Boston)

FUNCTIONS

Monthly luncheon meetings with speakers on various phases of radio and television.

## Radio Executives Club of New York

President's Office
580 Fifth Avenue, New York 19, N. Y.
PLaza 7-1800

OFFICERS

President.....Carl Haverlin
Vice-President.....Arthur Pryor, Jr.
Secretary.....Claude Barrere
Treasurer.....Lewis H. Avery

FUNCTIONS

The purpose of the Radio Executives Club of New York is to provide a common meeting place for all who are concerned with the administration and development of all phases of broadcasting, including AM, FM and television. The Radio Executives Club will seek to inform its members on the more important functions and problems of broadcasting in all its forms, but will not seek to regiment the opinions of its individual members. Through all means at its disposal, the Club will disseminate information concerning broadcasting which will provide a better understanding of its problems, not only to the industry, but to the public at large.

The REC holds meetings the first and third Thursday of each month from October through May, at luncheons, Hotel Roosevelt, New York City.

## Radio Executives Club of Toronto

4 Albert St., Toronto 1, Ontario, Canada
WA 6151

OFFICERS

President.....Sid S. Lancaster
(Radio Representatives Ltd.)
Vice-President.....Maurice Rosenfeld
(MacLaren Advertising Co. Ltd.)
Secretary.....Jim Scott
(Radio Representatives Ltd.)
Treasurer.....“Ted” Rutter
(H. N. Stovin Co. Ltd.)
Past President.....Spence Caldwell
(All-Canada Radio Facilities)

FUNCTIONS

Radio Executives Club of Toronto holds monthly luncheon meetings. Purpose, according to Article II of the Constitution is . . . “To promote and encourage the use of radio broadcasting as a medium of advertising . . . to create a lasting fraternity of persons engaged in radio broadcasting and its allied fields . . . to promote better understanding among members of the problems confronting the radio industry . . . to promote proper dissemination of information pertaining to radio, of mutual interest to all concerned. . . .”

## Radio Guild, Local No. 50 UOPWA—CIO

30 East 29th St., New York 16, N. Y.
MUrray Hill 6-2977

OFFICERS

President.....Chester F. X. Burger
First V. P.....Nathaniel Scott
Second V. P.....Debora Ishlon
Secretary.....Mary Stack
Treasurer.....Nelda Scudder
Radio Guild Rep.....Sylvia A. Sheridan

FUNCTIONS

A trade union representing white collar and non-professional people in the radio industry.

## Radio Manufacturers Association

1317 F Street, N. W., Washington 4, D. C.
National 4901

OFFICERS

President.....Max F. Balcom
(Sylvania Electric Products, Inc.)
Executive Vice-Pres.-General Manager...Bond Geddes
Treasurer.....Leslie F. Muter
(The Muter Co.)
General Counsel.....John W. Van Allen
Vice-President.....R. E. Carlson
(Tung-Sol Lamp Works, Inc.)
Vice-President.....A. D. Plamondon, Jr.
(Indiana Steel Products Co.)
Vice-President.....W. J. Barkley
(Collins Radio Co.)
Vice-President.....G. M. Gardner
(Wells-Gardner & Co.)
Director of Public Relations.....James D. Secrest

DIRECTORS

Benjamin Abrams, Emerson Radio & Phonograph Corp.; Max F. Balcom, Sylvania Electric Products Inc.; W. J. Barkley, Collins Radio Co.; H. C. Bonfig, Zenith Radio Corp.; W. R. G. Baker, General Electric Co.; G. Richard Fryling, Erie Resistor Corp.; J. J. Kahn, Standard Transformer Corp.; F. R. Lack, Western Electric Co. Inc.; W. A. MacDonald, Hazeltine Electronics Corp.; A. D. Plamondon, Jr., The Indiana Steel Products Co.; Glenn W. Thompson, Noblitt-Sparks Industries, Inc.; Leslie F. Muter, The Muter Co., Lloyd H. Coffin, Hytron Radio & Electronics Corp.; Walter Evans, Westinghouse Electric Corp.; Frank M. Folsom, Radio Corporation of America, RCA Victor Div.; Paul V. Galvin, Motorola, Inc.; George R. Haase, Operadio Mfg.; Larry F. Hardy, Philco Corp.; W. P. Hilliard, Bendix Radio, Bendix Aviation Corp.; E. A. Nicholas, Farnsworth Television & Radio Corp.; J. Hall Stackpole, Stackpole Carbon Co.; Thos. A. White, Jensen Mfg Co.; David Wald, DeWald Radio Mfg. Corp.; E. Alschuler, Sentinel Radio Corp.; R. E. Carlson, Tung-Sol Lamp Works, Inc.; G. M. Gardner, Wells-Gardner & Co.; Joseph Gerl, Sonora Radio & Television Corp.; H. J. Hoffman, Machlett Laboratories, Inc.; H. L. Hoffman, Hoffman Radio Corp.; George Lewis, Federal Telephone & Radio Corp.; Ray Manson, Stromberg-Carlson Co.; H. C. Mattes, Belmont Radio Corp.; Ernest Searing, International Resistance Co.; Allen Shoup, Sound, Inc.; Harry G. Sparks, The Sparks-Withington Co.; Ray F. Sparrow, P. R. Mallory & Co., Inc.; R. C. Sprague, Sprague Electric Co.; Allen B. DuMont, Allen B. DuMont Laboratories; R. E. Laux, General Instrument Corp.; Herbert W. Clough, Belden Manufacturing Co.; John W. Craig, Crosley Division, Avco Mfg. Co.; S. Insull, Jr., Stewart-Warner Corp.

FUNCTIONS

Non-profit, co-operative trade association for the promotion of all radio interests and special services to radio and electronic manufacturers.

## Radio Manufacturers Assn. of Canada

Room 301, 159 Bay St., Toronto 1, Ont., Canada
ADelaide 1531

OFFICERS

President.....F. R. Deakins
RCA Victor Co. Ltd., Montreal, P. Q.
Vice-President.....R. A. Hackbusch
Stromberg-Carlson Co. Ltd., Toronto, Ontario
Chairman, Parts Div.....Tom Fleming
Kester Solder Co. of Canada Ltd. Brantford, Ont.
Vice-Chairman, Parts Div.....A. S. Gartshore
United-Carr Fastener Co. Ltd., Toronto, Ont.
Chairman, Engineering Com.....S. Sillitoe
Northern Electric Co. Ltd., Belleville, Ont.
Vice-Chairman, Engineering Co.....A. B. Oxley
RCA Victor Co. Ltd. Montreal, P. Q.
Chairman, Service Com.....E. C. Dahmer
Dominion Electro-home Ind. Ltd. Kitchener, Ont.
Vice-Chairman, Service Com.....F. Tewsley
Stromberg-Carlson Co. Ltd. Toronto, Ont.
Executive Secretary.....S. D. Brownlee
Radio Mfrs. Assoc. of Canada, Toronto, Ont.

FUNCTIONS

This association is a non-profit and co-operative organization founded in 1926 to promote the interests of the radio manufacturing industry in Canada.

## Radio Script & Transcription Exchange

U. S. Office of Education, Washington 25, D. C.
EXecutive 6300, Ext. 2897

STAFF

Chief.....Franklin Dunham
Radio Education Specialist.....Gertrude G. Broderick

FUNCTIONS

The exchange is designed to promote more effective local broadcasting by educational and civic organizations and radio stations by serving as a clearing house for selected educational radio scripts, transcriptions and production aids, and as a source of all kinds of information pertaining to the field of educational radio.

## Radio & Television Club of Pittsburgh

Hotel Sheraton, Pittsburgh, Pa.

OFFICERS

President.....Richard C. Bachman
1st Vice-President.....George Young
2nd Vice-President.....G. Taylor Urquhart
3rd Vice-President.....Wilbur C. Sutherland
Secretary.....Mildred Sheridan
Treasurer.....Marie Wilk

DIRECTORS

Jack Merdian, Lloyd G. Chapman, Leslie B. Sterne, T. J. MacWilliams, David Mackey, James Baker.

FUNCTIONS

An organization composed of radio and television people from stations, agencies, advertisers and allied firms designed to foster good-will and greater fellowship and bring to the people most concerned vital knowledge and information pertaining to their profession.

## Radio and Television Directors Guild

(affiliated with A. F. of L. (International))
114 East 52 St., New York 22, N. Y.
PLaza 3-4300, Ext. 214

OFFICERS

National President.....Lester O'Keefe (New York)
First Vice President.....Charles Vanda (Hollywood)
Second Vice President.....Lyle D. Barnhart (Chicago)
Third Vice President..Robert Lewis Shayon (New York)
National Secretary....Oliver W. Nicoll (New York)
National Treasurer..William N. Robson (Hollywood)

NATIONAL BOARD

Lyle D. Barnhart, Chicago; Tom Bennett, New York; Phil Cohan, Hollywood; Ted Corday, New York; Arthur Hanna, New York; Jack Johnstone, Hollywood; Burr E. Lee, Chicago; Earle McGill, New York; Oliver W. Nicoll, New York; Lester O'Keefe, New York; Charles Polacheck, New York; William N. Robson, Hollywood; Robert Lewis Shayon, New York; Anthony Stanford, Hollywood; William M. Sweets, New York; Charles Vanda, Hollywood; George Zachary, New York.

National Executive Secretary....Newman H. Burnett
General Counsel.....Ben Meyers
Certified Public Accountant.....Michael M. Enzer

LOCALS

114 East 52 St., New York 22, N. Y. Officers: President, Robert Lewis Shayon; Vice President, Tom Bennett; Secretary, Charles Powers; Treasurer, Ernest Ricca. Council: Carl Eastman, Don Gillis, Frank Papp, Charles Polacheck, William M. Sweets, Betty Todd; Executive Secretary, Newman H. Burnett; Counsel, Ben Meyers. 6305 Yucca St., Hollywood 28, Calif. Officers: President, Charles Vanda; Vice President, Carton E. Morse; Secretary, Gordon Hughes; Treasurer, Murray Bolen. Council: Ted Bliss, Edmund Cashman, Thomas Freebairn-Smith, Dick Mack, Sterling Tracy. Executive Secretary, Mel Williamson; Counsel, Morris E. Cohn. 203 North Wabash St., Chicago 1, Ill. Officers: President, Lyle D. Barnhart; Vice-President, Herbert Latem; Secretary-Treasurer, Hal Miller. Council: Thomas Bashaw, Philip Bowman, Alan Fishburn, Homer Heck. Counsel, Ben Beyers.

FUNCTIONS

A national organization to advance, foster, promote and benefit the interests of directors, associate directors and floor managers of radio and television programs and to protect and secure their rights in their professional activities.

## The Radio Writers' Guild of the Authors' League of America, Inc.

6 E. 39th Street, New York 16, N. Y.
MUrray Hill 6-5251-2-3

OFFICERS

National President.....Erick Barnouw
Vice-Presidents: Eastern Region.....Welbourn Kelley
Midwestern Region.....Shelby Gordon
Western Region.....Sam Moore
Western Regional Exec. Secty.....Roy Langham
Eastern Regional Exec. Secty.....James A. Stabile

BRANCH OFFICES

Chicago: 203 N. Wabash Ave., Phone Andover 5458, Room 506, Ethel Isaacs, Secy. Hollywood 1655 N. Cherokee Ave., Phone, Hollywood 3601, Michael Davidson, Exec. Secy.

FUNCTIONS

For the improvement of general conditions affecting men and women engaged in writing for radio broadcasting.

## SESAC, Inc.

475 Fifth Ave., New York 17, N. Y.
MUrray Hill 5-5365.

OFFICERS

President.....Paul Heinecke
Secretary-Treasurer.....R. C. Heinecke

FUNCTIONS

Licensing the use of copyrighted music, transcribed library program service, syndicated transcribed tailor-made programs for advertisers.

## Society of Motion Picture Engineers, Inc.

342 Madison Ave., New York 17, N. Y.
MUrray Hill 2-2185

OFFICERS

President.....E. I. Sponable
Past President.....L. L. Ryder
Executive Vice-President.....Peter Mole
Engineering Vice-President.....J. A. Maurer
Editorial Vice-President.....C. R. Keith
Financial Vice-President.....D. B. Joy
Convention Vice-President.....W. C. Kunzmann
Secretary.....R. M. Corbin
Treasurer.....R. B. Austrian
Executive Secretary.....Boyce Nemec

FUNCTIONS

The advancement of motion picture engineering and the allied arts and sciences; the standardization of the mechanisms and practices employed in the motion picture industry, and the dissemination of scientific knowledge by publication. Television-developing and documenting the technical history of television and all forms of pictorial rendition of action.

## Song Writers' Protective Association (SPA)

1250 Sixth Ave., New York 20, N. Y.
COlumbus 5-3758

OFFICERS

President.....Sigmund Romberg
Vice-President.....Charles Tobias
Second Vice-President.....Jesse Greer
Secretary.....Peter De Rose
Treasurer.....Abel Baer
Counsel.....John Schulman
Executive Secretary.....Miriam Stern

MEMBERS OF THE COUNCIL

Chairman—Edgar Leslie, Stanley Adams, Abel Baer, Paul Cunningham, Ira Girshwin, Ferde Grofe, Oscar Hammerstein II, Sam Lewis, Joseph Meyer, Richard Rodgers, Sam H. Stept, Fred E. Ahlert, J. Fred Coots, Milton Drake, Jesse Greer, Otto Harbach, Ray Henderson, George W. Meyer, Geoffrey O'Hara, Sigmund Romberg, Charles Tobias.

FUNCTIONS

The objects of this Association are and shall be: To cultivate and establish harmony and unity of action and understanding among the members of the Association, and between them and corporations, firms or individuals with whom they have or may have business dealings, and to promote the equitable adjustment of all matters relating to the professional work of the members.

## Southern California Broadcasters' Association, Inc.

1757½ N. Ivar St., Hollywood 27, Calif.
HOllywood 7254

OFFICERS

President.....William J Beaton, KWKW
Vice-President.....Ernest Spencer, KVOE
Secretary-Treasurer.....Thelma Kirchner, KGFJ; Harry Witt, KNX; Calvin J. Smith, KFAC; Robert O. Reynolds, KMPC; Lee F. Wynne, KGER.
Executive Secretary.....Ethel Bell Mack, SCBA

FUNCTIONS

A non-profit organization whose membership comprises 41 radio stations and 4 networks of southern California. Purpose: to promote cooperation and Understanding among its members; to foster and promote the development of the art of radio broadcasting; to encourage and promote customs and practices which will be for the best interest of the public and the radio broadcasting industry.

## Sports Broadcasters Association (New York Chapter)

c/o NBC, 30 Rockefeller Plaza, New York 20, N. Y.
Circle 7-8300

OFFICERS

President ..... Marty Glickman
Vice President ..... Sam Taub
Vice President ..... Ted Husing
Treasurer ..... Andy Lang
Secretary ..... Harold Holtz
Executive Secretary ..... Jimmy Dolan

FUNCTIONS

Regular luncheon organization meeting weekly during fall, bi-monthly thruout remainder of the year to discuss sports broadcasting, to promote the art of sports broadcasting and to increase listener interest in sports news dissemination.

## Television Broadcasters Assn., Inc.

500 Fifth Ave., New York 18, N. Y.
LAckawanna 4-4788

OFFICERS

President ..... Jack R. Poppele
Vice-President ..... G. Emerson Markham
Secretary-Treasurer ..... Will Baltin
Assistant Secretary-Treasurer ..... Paul Raibourn

DIRECTORS

Dr. Allen B. DuMont, Allen B. DuMont Laboratories, Inc.; Ernest B. Loveman, Philco Corp.; Curtis W. Mason, Earle C. Anthony, Inc.; Noran E. Kersta, NBC; ack R. Poppele, WOR, New York; Robert Kintner, ABC; Paul Raibourn, Television Productions, Inc.; G. Emerson Markham, General Electric Company.

FUNCTIONS

Founded January, 1944, as a non-profit organization of television broadcasters and others engaged in any business directly connected with television broadcasting. Objects are to foster and promote the development of the art of television broadcasting; to protect its members in every lawful and proper manner; to foster, encourage and promote laws, rules, regulations, customs and practices which will be in the best interest of the public; to protect the interests of the members of the Association by opposing the enactment or adoption of any laws, rules, regulations, customs or practices which would discriminate against or in any way injure the members of this Association.

## Television Film Producers Assn.

9922 W. Washington Blvd., Culver City, Calif.
Texas 0-4525

OFFICERS

President ..... Hal Roach, Jr.
Vice-President ..... Carl Dudley
Secretary ..... Rudy Vallee
Treasurer ..... Roland Reed

BOARD MEMBERS

Ross Sutherland, Herbert Strock, Wallace Worsley, William Cameron Menzies, Bernard J. Carr.

## Television Producers Association

7063 Sunset Blvd., Hollywood 28, Calif.
Granite 6930.

President ..... Mal Boyd
Secretary ..... Gladys Rubens
Treasurer ..... Maleese Black

BOARD OF DIRECTORS

Michael Stokey, George Fogle, Nils Thor Granlund, Robert Light, Mal Boyd, Gladys Rubens, Stratford Corbett, Syd Cassyd, Maleese Black.
Legal Consul ..... Max M. Gilford

COMMITTEE CHAIRMAN

Membership, Lenore Kingston; Program, Frank Woodruff; Station Relations, Robert Coleson and Bernie Ebert; Labor Relations, Ben Bard; Research, Maleese Black; Finance, Morton Wright.

## U. S. Marine Corps, Division of Public Information

Headquarters, U. S. Marine Corps, Washington, D. C.
Republic 7400

OFFICERS

Director, Division of Public Information, Brig. Gen. J. T. Selden, USMC.

BRANCH OFFICE

Division of Public Information, 90 Church Street, New York 7, N. Y. Tech. Sgt. George W. Courtney, Charge of Radio and Television.

FUNCTIONS

The New York Office of the Division of Public Information is the Marine Corps representative for national radio, and local network television. Services offered are: Radio-Television production, transcribed programs, scripts, spot announcements, guests.

## United Nations—Radio Division

OFFICERS

Asst. Secty. Gen., Dept. of Info. ..... Benjamin Cohen
Dir., Dept. of Pub. Info. ..... Tor Gjesdal
Dir., Radio Div. ..... Peter Aylen
Chief, Telecommunications .... Gen. Frank E. Stoner
Deputy Dir., Radio Div. ..... Carlos Garcia Palacios
Chief of Production ..... W. Gibson Parker
Supvr., Radio Reports Desk ..... Caesar Ortiz

REGIONAL SUPERVISORS

Hugh Williams, European and Middle East Services; Eugenio A. Soler, Latin American Services; Mike Peng, Transpacific Services; Gerald Kean, English Language Services; Dorothy Lewis, U. S. Station Relations.

FUNCTIONS

The United Nations Dept. of Public Information maintains a radio division for the purpose of servicing the various privately owned and government operated systems of broadcasting around the world. Composed of 90 staff members, representing 22 nationalities, the division releases news and information concerning the activities of the U. N. Its services to U. S. stations include daily and weekly programs with special events and documentaries.

## Washington State Association of Broadcasters

c/o Station KTBI, Tacoma 3, Wash.
BRoadway 2241

OFFICERS

President ..... H. J. Quilliam
Vice President ..... O. A. Runchey
Secretary-Treasurer ..... Robert Priebe
Director ..... Richard Dunning
Director ..... James Wallace

BRANCH OFFICE

Washington State Radio News Bureau, Legislative Bldg., Olympia, Wash. Carl Downing, Managing Dir.

FUNCTIONS

A non-profit Association made up of broadcasters of Washington State to advance the interest of the radio broadcasting industry in the state of Washington. Maintains a Washington State Radio News Bureau at the state capital, Olympia, Washington. Serves radio stations of the state with a weekly quarter hour program plus special coverage daily concerning Washington's biggest business—its government.

## Western Association of Broadcasters

Marquis Hotel Building, Lethbridge, Alberta
3161

OFFICER

President ..... William Guild

DIRECTORS

J. O. Blick, H. G. Love, E. H. Rawlinson.

FUNCTIONS

A voluntary trade association composed of radio stations from the Great Lakes to the Pacific.

**Distributors and Producers of--**

**MOTION PICTURES for TELEVISION**

A
Wealth of Unique and
Valuable Material and Services
for Telecast Programming

*Eastern Representatives for out-of-town Television Stations*

★ ★ ★ ★ ★ ★ ★

STOCK SHOTS

***MILLIONS OF FEET OF STOCK SHOTS***
***Material To Fit In With Every Possible Idea***
***For Rent or Sale***

★ ★ ★

OVER 1000 OLD TIME SILENT
MOVIES - COMEDIES - DRAMAS, etc.

★ ★ ★

Pictures Produced That Will Work In With A SPONSOR'S Product
Packages of 13—26—or 52 Subjects.
1—2—3—4 and 5 Minute Fillers

★

PROJECTION ROOMS—CUTTING ROOMS
SHIPPING SERVICE—REHEARSAL ROOMS
TAPE RECORDING SERVICE

COMPLETE PROGRAM DEPT.
***A Production Department***
***Producing Pictures for Advertisers***
***who Plan to Use Television***
***Commercially***

*Serving the Television Industry*
*Since 1936*

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Telephone: COlumbus 5-5400-1-2-3-4

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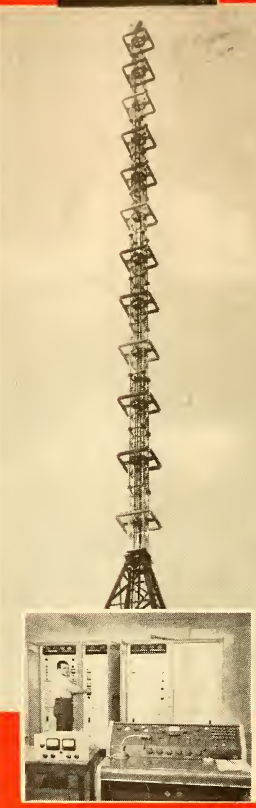
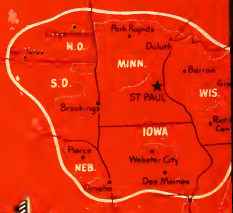
**WJLS-FM**
Beckley, W. Va.

**WHIS-FM**
Bluefield, W. Va.

**WMIN-FM**
Minneapolis
St. Paul, Minn.



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An IT&T Associate

Federa

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